

DISCOVERING THROUGH THE CLUTTER:
THE USE OF VIDEO NEWS RELEASES
IN INTEGRATED MARKETING COMMUNICATIONS

By

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by

James Rosalind Owen

To my loving and supportive parents,
Joan and Clarence Owen.

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Abstract of Dissertation Presented to the Graduate School
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**DEGLAZING THROUGH THE CLUTTER:
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To effectively expose television viewers to advertising messages, advertisers have implemented a number of communication tools. The most common have been 30 and 60 second television-commercials. However, commercials may lack credibility as depicted audiences are aware that advertising is selling a product, service, or idea. To compensate for audience skepticism, advertisers use other forms of messages which hide their commercial intent. One example is the video-news release (VNR).

Video-news releases are produced by or for advertisers and distributed to news organizations where the VNR may be used at the discretion of the news organization.

The advertising message appears in a terse format which lends credibility to the content of the message. Viewers may be different in the message's perceived intent and/or comprehension; messages do not use stimuli to alert viewers to the message's advertising purpose. As such, the VML can be a successful tool rather an integrated marketing communication (IMC) campaign.

Example: VMLs are not guaranteed placement during the newscast and not all VMLs that are produced are aired. The researcher wanted to determine (1) what are the subject matter and content elements of successful VMLs, those which pass through television stations' news department gates? To answer the question, the researcher analyzed the content of VMLs which were distributed March 4 to March 28, 1994, by Mediaset which were aired during local newscasts on three English language Miami television stations. In addition, the researcher analyzed the content of a group of 70 VMLs distributed by Mediaset, WFLA in 1994, including 14 VMLs listed on Mediaset's central Top Ten Lists, and the data from Mediaset's Top Ten Lists for 1993 to 1994.

The researcher also wanted to know (2) how do source material producers determine what VML subject matter and content appear elements have the best opportunity to be aired by news departments? To determine this, the researcher interviewed those involved in the production and distribution of VMLs.

The researchers found that VNRs which included subject matter about entertainment news, consumer news, health-related topics, technology, and sports were used by the four Mass television stations. The common elements of successful VNRs included video high in visual quality and scores low in complexity. Several material producers identify what news departments need by staying in contact with news department personnel and keeping abreast of current trends.

CHAPTER 1

INTRODUCTION AND BACKGROUND

To effectively expose television audiences to advertising messages, advertisers have implemented a number of communication tools. The most common are 30- and 60-second television commercials. For many, commercials may lack credibility as audiences have become more skeptical about advertising. To compensate for audience skepticism, advertisers use other forms of messages which help their commercial intent. One example is the video news release (VNR).

Video news releases are the logical extension of the printed press release.¹ Like press releases, VNRs are often produced by outside firms, otherwise known as "source material producers," and distributed to news organizations. The purpose of a VNR is to promote exposure on airwaves for advertisers.² Video news releases can be sent to stations by mail, courier, or by satellite feed. Source material producers usually estimate the upcoming VNRs using wire or computer services.

Northeast, for example, has an agreement with AP Express in which it sends advertisers via the newswire wire about 700 announcements. The

¹Wynn, R. (1999, August 30). How lobby groups use the news agenda. *The Japan Times*. Retrieved from: Available in LEXIS, News Library

²PRAC develops code of good practice for VNR producers. (1999, August). *PR Bureau*. Available in LEXIS, News Library

introduction includes a story summary, footage descriptions, suggested captions, and date and time of the on-line foot.¹

Other sources material producers alert visitors through the web and the Internet.²

Included with VNIs is "b-roll" –story footage with natural sound and, often, shots of the adventure-report answering questions. Stations can use the two b-roll video to give the story a local angle³ using their reporters to ask the expert questions. Stations produced great stories and successful VNIs can be interchanged with negligible differences in video quality.⁴

Once a television station produces a VNI, the station's news resources decide whether and how to use the information. By broadcast journalism standards, the producer should watch the VNI package, send reporters to check facts and get original station video for the story, compile the material, and already use VNI footage used on the air. Instead, some stations use VNIs in their entirety without minor modifications.⁵

¹Video news distributed packages page (1994, November 30). *ELNets*. Available in LEXIS, News Library.

²*TS News*, November 1994.

³How to successfully produce, distribute VNIs (1994, April 14). *ELNets*, 11/97. Available in LEXIS, News Library.

⁴*TS News*, April 1993.

⁵Thompson, M. (1992, June). Video sources in the newsroom. *Communicate: Presidential Perspectives*. In *The Media and Campaign '92, A Series of Special Election Reports* (p. 10). New York: Columbia University, The President Forum Media Studies Center.

Video news releases are one of the fastest growing, most cost-effective integrated marketing communications (IMC) tools in advertising. "More using IMC...advertisers' marketing and promotional efforts are coordinated and integrated in a timely and consistent, unified message and image through all communications channels."¹ Video news releases allow advertisers to integrate or use a similar advertising message consistent with the whole advertising campaign while ensuring the benefits of the message's placement within the newscast. The "VNRs" content are consistent with the commercial messages, but VNRs have the added credibility of being placed during a newscast. Thus, the advertising message is reinforced through frequency, consistency, and credibility. The audience sees the message more than once in differing formats as a commercial message and as a VNR, in differing environments as a commercial between programming and during the newscast, and with the added third-person credibility that the newscaster lends.

While the use of VNRs has increased in the past where they are a ubiquitous part of the production of television news, research in the area has only begun to emerge. Prior studies have focused primarily on the use of VNRs by individual entities.² Research in the communications area is important, first, because of the

¹Donoh, C. L., (2001). V. David, G. P., & Wood, M. B. (1995). *Advertising: Essentials (3rd ed.)*. New York: McGraw-Hill, Inc.

²Crooks, E. (1995, May). Video news releases from the gatekeepers' perspective. In M. Crooks & W. Gammon, (Eds.), *Essentials of the Sixth Conference on Computers/Communications/Advertising*, 2005 (pp. 117-127). Durham: Durham Campus, Durham University.

dramatic increase in the production of VNNs by advertisers and the subsequent ensuing influx of VNNs by news organizations. The economic forces affecting television news are reviewed in this study. Second, VNNs veil their commercial intent under the correct information and therefore from regulatory and policy questions. The third-person credibility the news format provides are explored in this research. Third, while VNN production has increased, not all VNNs produced are used within newscasts. Without various news elements, VNNs are not able to pass through the news organizations' "gates." Thus, the primary focus of this study will be to identify and describe the subject matter of VNNs which pass through news gates. This research takes an initial step in separating the hierarchy above the emergent type of hybrid commercialism message.

Video news releases are just one example of hybrid messages—messages which are used for advertising purposes but are non-commercial in character.¹²

Publicrelations has defined hybrid messages as "those that are paid for, but do not identify the sponsor (in contrast, advertising messages are paid for and identify the sponsor; publicity messages are not paid for and do not identify the sponsor)."¹³ In the

¹²Teichgraber, S. (1994). Beyond advertising and publicity: Hybrid messages and public policy issues. *Journal of Advertising*, 23(4), 39-46.

¹³Teichgraber, S. (1990, December). Beyond advertising and publicity: The status of hybrid messages (Report No. 90-134). Cambridge, MA: Marketing Science Institute.

research, *Subliminalism* does not include VNRs or hybrid messages, however, they should be included!

Value news releases are produced by or for advertisers and distributed to news organizations where the VNR may be used at the discretion of the news organization. However, because of economic factors which will be discussed, VNRs are often used as their own thing or as related news packages. The advertising message appears in a news format which lends credibility to the content of the message. While the editorial content of the news lends third-person credibility to the VNR, the viewing audience may be attentive to the message's commercial intent. Hybrid communication messages do not use words to alert viewers to the message's advertising purpose, and as such the VNR can be a successful tool within an IMC campaign.

Statement of Research Question

Since VNRs are used during newscasts, these hybrid messages can be successful tools in effectively reaching advertisers' target audiences. However, VNRs are not guaranteed placement during the newscast and not all VNRs that are produced are aired. Thus, the researcher wanted to determine (1) what are the subject matter and content elements of successful VNRs, those which pass through television stations' news department gate? To answer the question, the researcher analyzed the content of VNRs distributed March 4 to March 11, 1994 by Metrolink which were used during local newscasts on four English language Mass television stations. The

researcher analyzed the content of group of 76 VNRs distributed by Mediatech, 1993 to 1999. Nineteen of the VNRs were listed on Mediatech's annual Top Ten Lists. In addition, the data from Mediatech's Top Ten Lists for 1998 to 1999 were analyzed. The researcher also wanted to know (2) how do various national producers describe what VNR subject matter and resources were elements from the best opportunity to be used by news departments? To determine this, the researcher interviewed those involved in the production and distribution of VNRs.

As research about VNRs from this perspective could not be found in the literature, the researcher felt it was important to examine this form of hybrid message and the regulatory questions it raises. Chapter 1 discusses the development of VNRs and relevant policy issues. Chapter 2 provides a summary of the VNR and gatekeeping literature. Chapter 3 is a description of the methodologies used to obtain the data for answering the research questions. Chapter 4 provides the research data and subsequent analysis. Chapter 5 presents the researcher's conclusions and suggested topics for future research.

VNRs: News Policies, Background and Issues

Where do VNRs fit within the larger context of promotional messages aimed at consumers in an IMC campaign? In a broad sense, advertising copy, to varying degrees, two forms of mass personal communication, advertising and publicity. "Advertising" describes communications that are controlled by, clearly, and are paid

for by a sponsor. Commercial time or space is reserved and paid for by the advertiser. "Publicity" describes communications that are not paid for and may or may not identify a sponsor. The advertiser does not pay for time or space, instead the message passes through "space" at the discretion of the news organization.¹²

Value news releases may be considered publicity vehicles, since advertisers do not directly control how or whether VNRs are used by news organizations. When used, VNRs are often not identified as having been produced for an advertiser. Given the high degree to which VNRs are used unedited and are identified by many news organizations, VNRs, however, contain some advertising element. Advertisers are, in a sense, maintaining a large measure of control over the communication.

Communications which combine elements of advertising and publicity have been classified as hybrid messages.¹³ Hybrid messages can be particularly advantageous for advertisers. The advertiser maintains some measure of control over the message while, at the same time, news audiences find these messages more credible than 50- or 60-second commercials.¹⁴ Advertiser' preference for

¹²Wells, W., Burton, J., & Murphy, S. (1982). *Advertising: Principles and Practices*. Englewood Cliffs, NJ: Prentice-Hall.

¹³Debuschewitz, 1991 (p. 2).

¹⁴Owen, A. & East, J. A. (1994, August). *Do news releases deliver their message?* Value news releases effects on recent recall and attitudes. Paper presented at the Association for Education in Journalism and Mass Communication, Atlanta, GA.

commitments are highest when the message itself is effectively packaged as credible news¹⁷—not identified editorial content by a reviewer.

Because VNRs benefit from the credibility viewers give to the surrounding editorial content, VNRs are more effective than traditional reference commercials. More credible sources tend to inhibit counterarguing and thus enhance persuasion.¹⁸ The credibility that viewers find in information within newscasts, compared to commercials, may be transferred to the brand or company featured in the VNR. Such simple associations represent “the automatic connecting of stimulus and response elements and function of their proximity in time or space.”¹⁹ This view represents a point of departure from some information-processing theories of advertising response in that it assumes no conscious or rational operations on the part of the viewer.

When VNRs are presented, but not identified in the program, viewers give more credibility to a VNR-based message within the news program than to a similarly

¹⁷Belandierman, 1994 (p. 11).

¹⁸Wilson, J. L., & Morris, J. C. (1986). Source credibility: On the independent effects of trust and expertise. In R. F. Loe (Ed.), *Advances in Consumer Research* (Vol. 13) (pp. 394-398). Provo, UT: Association for Consumer Research. Sternbach, B., Phillips, L. W., & Eisenkrantz, R. (1990). The persuasive effect of source credibility: A situational analysis. *Public Opinion Quarterly*, 52, 283-314.

¹⁹Thorson, E. (1966). Consumer processing of advertising. In J. H. Leigh and C. H. Morris (Eds.), *Current Issues and Research in Advertising* (Vol. 1) (pp. 197-230). Ann Arbor, MI: U. of Michigan Graduate School of Business Administration.

structured television commercial.¹⁴ For the individual, the credibility assigned to newsreels significantly affects the recall of VNRs. One study found that an attributed VNR presented in a news format is successful because the VNR assumed the memorability of the featured product.¹⁵ The effect of VNR-exposure, however, is largely due to the credibility assigned by the individual to television news.

Video news releases are used to promote and support advertising campaigns¹⁶ and may represent the future of BMC in a video age. The image-heavy broadcast news, the convenience of ready-to-use footage, and [a]bsolutely no monetary expense for clients.¹⁷ Not only do VNRs provide news organizations a convenient source of needed video, but they also offer advertisers a means to get on the airwaves at a cost far less than that of comparable advertising time. The range of production costs for most VNRs is approximately \$15,000 to \$25,000 while distribution costs average \$6,500.¹⁸ These prices have remained fairly constant over the past two years.

¹⁴Owen & Korb.

¹⁵Owen & Korb.

¹⁶Levinson, I. B. (1985, May). Interactive video gets bigger play. *Public Relations Journal*, p. 4. Available in LIPDS, News Library.

¹⁷Brooker, G. (1991, June 6). Newport PE sees video viability in new angles, publicity. *Penn Plains Productions uses video news releases to get clients TV coverage*. Los Angeles Times, Orange County Edition, p. D1.

¹⁸Owen, A. (1993, April). [Interview: Michael Kormanian]. *Broader DC*. Oct. 10 (1994, March 15). *Public Relations Quarterly*, 58(1), p. 12. Available in LIPDS, News Library.

However, as July 1993, limited VCR availability between free and air percent because satellite has become a premium.¹⁵ The current shortage of satellite time was due to extensive coverage of the O.J. Simpson trial, the formation of new networks, and the retirement of old satellites. With the scheduled launching of four satellites in 1994, the shortage of time may be alleviated. Comparable advertising production and media placement costs are significantly higher. In 1993, the cost of a single 30-second commercial on prime-time network television averaged \$97,200.¹⁶

While VCRs have traditionally been used in television news organizations, the satellite capacity shortage has made many terrestrial producers look at more creative ways to conduct electronic news.¹⁷ In September 1993, D. B. Jones Productions, a video production/teleshop, launched a VCR on their website that's web site. The interactive VCR used full-motion digitized video with audio voice-over and was promoted on relevant Internet news groups as well as in the media. Unlike VCRs that sit at 51-500 which includes full-motion video clips, stills, text, and links to other Internet sites.¹⁸

¹⁵Video PR.com to check on satellite that most "space" shortage forces producers to look at alternatives. (1993, June 19). PR News, 31(23). Available at LEIS, News Library.

¹⁶Kabel, C. (1993, March). Same-rate super spots now just a memory. *Marketing News*, p. 22.

¹⁷PR News, June 1993.

¹⁸Jones does VCR on Internet. (1993, October 15). PR News, 31(41). Available at LEIS, News Library.

Radio VNRs

The use of VNR usage by news organizations has remained high. In a 1994 survey, every television station responded that they were using VNRs in their newscasts.¹⁷ In a similar survey in 1993, 100 percent of the television stations responding also reported using VNRs. These figures compare to usage rates of 88 percent in 1990 and 83 percent in 1988, reported in similar surveys.¹⁸

The VNRs may be used in their entirety or edited. According to a 1992 survey and a Mediaset representative, most stations will edit VNRs. In the survey 82 percent of news organizations reported editing VNRs prior to using.¹⁹ Mediaset's average reported usage of VNRs by news organizations is about 38 to 40 seconds or approximately one-third of the VNR.²⁰

As television news organizations' use of VNRs has increased, so has the number of VNRs produced annually. In the mid-1980s approximately 500 video news

¹⁷Barra, J. (October, 1993). You're mine-oh my, baby. *Florida Business*, 22(9), section 1, p. 40. Available in C.J.O.R.N. Signis Library.

¹⁸Scorsone, B. (1994, March-April). The VNR top ten: How much video PR gets on the evening news? *Columbia Journalism Review*, 23, 14.

¹⁹Parish, J. & Thibodeau, M. (1992, June). From Whispers to Medias: Covering the campaign via satellite. *Covering the Presidential Election*. In *The Media and Campaign '92, A Series of Special Events Reports* (p. 36-40). New York: Columbia University. The Freedom House/Media Studies Center.

²⁰Quinn, A. (1993, June). [Interview with Mediaset representative].

releases were produced annually, whereas in 1988 over 4,300 VNRs were produced.¹²

The number of VNRs produced annually is expected to continue to increase.¹³

The increase in the number of VNRs produced and used is attributed to several factors: station budget and staff cuts, an increase in news time in 30, an increase in media competition,¹⁴ and the availability of broadcast technology.¹⁵ Patterns of VNR use can also be attributed to station and source type. Video news releases are "more likely to show up on stations in smaller markets than in larger ones."¹⁶ Smaller-market television stations have been impacted by cost pressures, and "video newsmakers have provided small stations with a welcomed solution to their staffing and financial problems."¹⁷ By incorporating VNRs into their newscasts, they can compete more effectively with stations that have larger staffs and budgets. As one VNR producer stated, "It's not always physically or financially possible for a station to send its reporters to an event, but we can send them footage via satellite or via tape, and it's like they were

¹² Douvan, 181.

¹³ Owen, A. (1992, June). [Interview with Medialink representative].

¹⁴ Douvan, 181-82. PR professionals and TV producers: The new alliance for good television. *Public Relations Quarterly*, 11, 20-21.

¹⁵ Here to successfully produce, distribute VNRs. (1992, April 24). *PR News*, 33(17). Available in LEXIS, North Library.

¹⁶ Miller, C. (1988, November 12). VNRs are still hot, but they are showing fire. *Marketing News*, 4-7.

¹⁷ Carlson, J. (1988, February 11). Questionable sources. *Marketing's*, 20.

does.¹⁴⁷ The symbiotic relationship between news organizations and VNR producers can provide relief for victims. A number of national law-enforcement video libraries by using VNRs and news have reported using VNRs as the source.¹⁴⁸

However, VNRs do not receive a warm welcome in all newsrooms. “Some television news directors would sooner admit to insider trading than to a source use”¹⁴⁹ of VNRs. Several news executives reportedly have refused to use VNRs, apparently believing their organization’s credibility may be eroded.¹⁵⁰ Nevertheless, according to a production executive, television news directors “might not like to admit it, because of all the headlines, but television maintains its use of VNRs in one form or another.”¹⁵¹

VNR Identification

Video news releases represent a mix of explicit and should appear and sound like news packages. “A minimum of two to 3.5 million segments should be

¹⁴⁷Shawyer 14.

¹⁴⁸O'Dwyer, J. (1990, April). VNR improvements become usage. O'Dwyer's PR Research Report, 8.

¹⁴⁹Shawyer 14.

¹⁵⁰Costa, R. (1991, April 1). The VNR controversy. [23, 1]. Shawyer 14.

¹⁵¹Miller 6.

guaranteed for a VNR to be [perceived] successful.”⁴² As Medabala shows, online viewers with 42 internet logs is the median.⁴³ To determine when and where a VNR aired, source material producers use electronic tracking systems. In 1990, Nielsen Media Research introduced Signa, the first electronic monitoring system for VNRs, which recorded roles with pulses of invisible light. While Signa has the ability to track 212 minutes, the code may be stopped during editing of television newscasts. “Signa also can’t detect what if the video is ‘spliced’ into a still frame, per use it record a ‘read-only’ story.”⁴⁴ So source material producers supplement the electronic tracking of VNRs with phone calls, reply cards, video-monitoring services, and database searches.

Ultimately, the VNR must look as if the news organization produced the package⁴⁵ so that viewers will not be able to distinguish between studio-produced stories and VNRs. Subsequently, one issue being currently debated is that of VNR identification. Some argue that news programs need to identify the source of news footage shown, as with printed press releases, news organizations have the option of editing or rejecting VNR material. Others, though, argue that news directors should inform viewers whenever they broadcast a VNR. Otherwise, according to one news

⁴²TR, News, April 1993.

⁴³Quinn, A. (1995, Jan). [Interview with Medabala representative]

⁴⁴Quinn, A. (December, 1993). VNRs: Who's watching? How do you know? *Public Relations Journal*, p. 14. Available in E-NEWS, News Library

⁴⁵TR, News, April 1993.

managers, “If you put it on the air and pretend it is your own product, you are leaving yourself wide open. And if you lose your credibility, it will have a direct impact on your ratings.”⁴⁵

The debate over VNR identification has been particularly acute in the case of political-subject VNRs. Political-subject VNRs have been cited as moments without any type of source identification.⁴⁶ According to one news director, VNRs are good for political candidates because of the exposure which they can get on the news, “but they are terrible for viewers because they’re biased.”⁴⁷ However, not VNR producers disagreed:

Every time in a while there is a story regarding ratings about newspapers using footage that viewers think was produced by a news station, when actually it was sponsored by a corporation [or political candidate]. But it is no different than a printed press release. They have the option of accepting or rejecting, adding or changing it.⁴⁸

According to a 1993 Nielsen survey, over half the television stations using VNRs do not identify the source of the video as being any other than the station itself. Research

⁴⁵Carlsen 10.

⁴⁶Thillman 10.

⁴⁷Trotter 10-1.

⁴⁸Trotter 10-1.

are VNR classifications found some differences in audience reactions according to the type of labeling method used and the viewer's reliance on television for news.⁶²

Thus, VNRs not identified during the newscast lose the sponsoring organization or advertiser third-party credibility because the video packages have seemingly been approved by the news media. Ultimately, the sponsors can effectively suppress IMC campaigns because VNRs garner third-party credibility from news and have more credibility than traditional advertising.⁶³ Advertisers receive credibility from the editorial endorsement, something they may have a difficult time accomplishing through intensive commercials because of audience skepticism.

Regulation of Video News Releases

Video news releases raise fundamental public policy questions because VNRs are virtually indistinguishable from regular news stories and, as such, their commercial nature is hidden. Specifically, controversy has surrounded the use of political subject and pharmaceutical VNRs not identified as newscasts. Other regulatory questions have arisen because VNRs are produced, not by news organizations, but by news material producers for advertisers who pay for the cost of production and distribution.

⁶² Taggitt, C. A. & Ferguson, M. A. (1996, August). The effects of type of labeling and of sponsor on credibility of video news releases. Paper presented at the Association for Education in Journalism and Mass Communication, Atlanta, GA.

⁶³ Owen & Klair

Are VNRs Doing Fair News Reporting?

The first question which needs to be raised is, "Are VNRs doing fair news reporting, or advertisements with their commercial intent hidden?" While the speed and sophistication of communications technologies increase and the internet boom grows, news department budgets are cut, staff is reduced, and competitive from other sources, networks, cable, and pay-per-view programming becomes more fierce.¹² Consequently, television news executives are faced with producing newscasts which deliver high ratings. The situation makes VNRs, particularly opening and closing decisions may develop a dependency on material provided by source material producers.

News executives have a particular reliance on VNRs supplied by political candidates.¹³ One news director said that VNRs "are the way most people find out about the candidates,"¹⁴ while another director said that for the primaries "VNRs were the only way a candidate could get exposure."¹⁵ Political candidate VNRs are produced by third-parties and report news of current events. The information is presented in a manner similar to traditional newscasts and the 30-second VNRs are

¹²Waters, R. (1995, February 23). Video news releases shake TV's hold on stories. *Business/Week* (October 11/18), version 3, p. 7. Available in LEON, News Library.

¹³Portik and Thibauer 34-40.

¹⁴Portik and Thibauer 34-40.

¹⁵Portik and Thibauer 34-40.

various radio/television live action produced news segments. Video news segments are produced to promote particular candidates and/or used in IMC campaigns. At the 1992 Republican Presidential Conventions, rallies assembled daily VNBs designed to promote GOP candidates.

These VNBs – *average* [sic] of 90 seconds worth of highlights of the day's news coverage (except with commentary provided by the GOP). A separate version of the VNB *also* [sic] available with national sound, so that the local stations *could* [sic] provide their own commentary (with help from locally GOP press releases, if wanted).¹²

The exposure the candidates receive and the credibility the news lends supports their IMC campaigns. In *Worm Productions, Inc.*,¹³ the Federal Communications Commission (FCC) said that a news program qualifies for the bona fide newscast exemption “based solely on whether the program reports news of current events in a manner similar to traditional newscasts.”¹⁴ However, if third-party produced news segments and newscasts are used only to promote particular candidates, they will not qualify as bona fide newscasts.¹⁵ The decision to promote candidates rests with the broadcaster rather than the candidate.

¹²Womack, C. (1992, August 17). Live, via satellite from Houston, it's the Republican House members, brought to you by the GOP. *Rail Call, Republican Conventions Issues*, p. 70.

¹³*Worm Productions, Inc.*, 54 Rad. Reg. (P & F) 1341, 4 F.C.C. Rad. C 1047 (1993, appeal dismissed sub nom).

¹⁴*Equal Opportunities, Report No. 44-21* (1992/93) *Rad. Reg. (P & F)*, 55 1541, 70 *Rad. Reg. (P & F)* (1994): 250.

¹⁵74 *Rad. Reg. (P & F)* 729, 250.

According to a 1993 study, over half of the stations surveyed had some type of policy about the use of political candidate VSAs, however, the policies were mostly informal. Only about one-third of those surveyed had a policy prohibiting the use of candidate VSAs. If a station used VSAs to promote a particular candidate, then it must comply with the equal opportunity requirement.¹⁰

Section 315

The equal opportunity rule, Section 315 of the 1934 Communications Act, directs broadcasters to share the same considerations to all legally qualified political candidates. If broadcasters allow one candidate to use their facilities, they must give all candidates for the same office equal opportunities to use the station. Broadcasters are not allowed to censor candidates' materials and they are not obligated by Section 315 to allow any candidate to use their station.¹¹

The FCC, prior to 1970, had interpreted the equal opportunity rule¹² to include as a use of the broadcast facility an appearance of a political candidate on a newscast provided the appearance was not in any way initiated by the candidate.¹³

¹⁰1993 *Red Bag* (F.R.F.) 29.

¹¹47 U.S.C. §315. However Section 312 does require that time be made available to candidates for federal office.

¹²47 U.S.C. §315.

¹³*See e.g.*, Allen H. Brady, 40 F.C.C. 154, 34 *Red Bag* (F.R.F.) 1109.

However, the FCC would change its interpretation. In *Lau Delys*,¹⁰ the Commission ruled that candidate appearances in news stories would trigger Section 312 obligations. The FCC's new interpretation created such an upset among politicians that during the same year Congress amended Section 312 of the Communications Act by adding four exceptions to the equal time requirements. Congress said that broadcasters did not have to meet the equal opportunities requirements of Section 312 when a candidate's appearance occurred during a

- (1) news film newscast,
- (2) news film news program,
- (3) news film news documentary (if the appearance of the candidate is incidental or ancillary to the presentation of the subject),
- (4) on-the-spot coverage of news film news events (including but not limited to political conventions and other such activities).¹¹

The interpretation of these exceptions by the FCC has changed since 1959. As described in the following discussion, the Commission has consistently denied an exception to equalized opportunities by political candidates in newscasts where the candidate controls the information.

¹⁰*Columbia Broadcasting System/Lau Delys*, 16 Fed. Reg. 3744 (Py 118) (1951), *renewed*, 26 F.C.C. 715.

¹¹47 U.S.C. §312 (1)-(4).

Letter to Boardman Clark W. Thompson

In 1962, the Boardman-Clark W. Thompson²⁰ wrote the FCC to request if his pre-produced news packages would trigger the equal opportunity rule. The five-minute packages consisted of Thompson's comments about issues in South Texas and were regularly broadcast during the news on KHOU-TV, Houston.

The FCC told Thompson that his pre-produced news packages would trigger equal time obligations.²¹ The Commission ruled that although Thompson's packages were used during a news-like program, because Thompson controlled content of the packages, they did not qualify for an exemption. If KHOU-TV continued to air the packages, other legally qualified candidates for the same office would have to be given similar opportunities to use the station.

Citizen for Ransom v. Station WCKT-TV, Miami, Florida

In Citizen for Ransom v. Station WCKT-TV, Miami, Florida,²² the Commission reiterated its decision in Thompson that candidate-controlled, pre-produced news packages would trigger the equal opportunity rule while broadcast journalist produced packages would not. In 1978 the Citizen for Ransom wrote the FCC complaining about WCKT-TV's rejection of Presidential candidate's Ronald

²⁰Clark W. Thompson, 40 F.C.C. (1962) 308

²¹47 U.S.C. §315

²²Citizen for Ransom, 18 FCC 2d (1976) 323

Reagan's request for equal time. The Miami, Florida, station was broadcasting a series of six minute segments edited from a 30-minute interview with President Gerald Ford during its regularly scheduled evening newscast. The station had editorial control over the interview which it had filmed in Washington, D.C.

The Commission for Reagan cited *Thompson*, reasoning that the interview segments were not exempt from Section 315 just because they were placed within a bona fide newscast. Consistent with the decision in *Thompson*, the Commission ruled that the six-minute Ford interview segments were exempt because the station had editorial control and the segments were not produced under the control of the candidate. The segments were similar to other news segments and were broadcast during a regularly scheduled newscast.¹⁶

Oliver Productions, Inc.

In *Oliver Productions, Inc.*,¹⁷ the FCC again determined that the term "bona fide" in Section 315 means that the news segments be of genuine news value and not be designed to promote any particular candidate. In 1987, the Telecommunications Research and Action Center (TRAC) appealed the Mass Media Bureau's 1986 finding that the videotaped news segments of "The McLaughlin Group" were bona fide

¹⁶ *California for Reagan* NO.

¹⁷ *Oliver Productions, Inc.*, 44 Rad. Reg. (P & T) 1341, 4 FCC Rad. (1987) 3155, appeal denied not cert.

newspapers and therefore exempt from the equal opportunity rule.¹⁵ TRAC argued that the Bureau had misinterpreted and misapplied Section 343.¹⁶

The Commission reviewed the language of the statute and its legislative history and “held that the term ‘news file’ as the amended Section 343(a) was intended to encompass Congress’ intent that the program be of general news value and not be designed to serve the political interests of any particular assembly.”¹⁷

In creating a broad exemption to the equal time provision in order to facilitate broadcast coverage of political news, Congress knowingly sacrificed political neutrality by broadcasters and opted in favor of broader coverage and increased broadcaster discretion.¹⁸

The Commission disagreed with TRAC’s contention that “The McLaughlin Group” was not a regular news broadcast presented in a traditional anchor news-caster format. The FCC said that McLaughlin reported on national and world news using traditional newscast methods. The news/discussion segments consisted rehearsed news packages supplied by PBS, CNN, and the commercial broadcast networks. Most of the packages had already aired on their respective networks.

The FCC rejected TRAC’s contention that in order for segments of a news program to be exempt to be considered news file, the format of the newscast must

¹⁵40 U.S.C. §343.

¹⁶*Oliver Productions, Inc., 66 Rad. Reg. (2d 47) ¶ 1341-4, 4 FCC Rad. (1990) 5803*, appeal dismissed sub nom.

¹⁷*Oliver Productions, Inc., 66 Rad. Reg. (2d 47) ¶ 1341-4, 4 FCC Rad. (1990) 5803*, appeal dismissed sub nom.

¹⁸*Chabot v. FCC, 34 Rad. Reg. (2d 47) 1403, 358 F.2d 349, 344*

produce and control the program. The Commission ruled that *California for Reagan* is, Section 501-17 did not apply. The in-studio interview segments with President Gerald Ford broadcast during the WOL-TV's regularly scheduled newscast were exempt not only because the licensee controlled them but because they were similar to other news segments.¹⁷ The Commission elaborated that the bona fide newscast exemption "include[s] those [news segments] which report about news items or current events, and utilize methods of news gathering and reporting similar to news broadcast newscasts."¹⁸

1991 Notice of Proposed Rulemaking

In a 1991 Notice of Proposed Rulemaking (NPRM),¹⁹ the FCC again addressed the issue of how much control the licensee should have in order for news segments and newscasts to be exempt from Section 501, and what criteria established the control.²⁰ Congress gave the FCC the flexibility to apply Section 501 exemptions to particular program formats rather than defining specific characteristics of a bona fide newscast.²¹ The FCC is charged with balancing Congress's desire to prevent

¹⁷*California for Reagan* N2.

¹⁸*Globe Productions, Inc.*, 64 Rad. Reg. (P & F) 1241, 4 FCC Rad. Reg. (1987) 3110, appeal dismissed sub nom.

¹⁹47 C.F.R. (1991) 1700.

²⁰30 Rad. Reg. (P & F) 926 (1987).

²¹30 Rad. Reg. (P & F) 931 (1987).

disclosure of particular candidates while, at the same time, increasing the political information available through news programming.⁴²¹

The FCC ruled that news programs qualify as bona fide news in the "broad" of whether they "report news of some sort of current events in a manner similar to news broadcast newscasts."⁴²² However, "third-party produced newscasts featuring candidates and like their newscast-like nature, but to promote a particular candidate"⁴²³ would not qualify for the bona fide newscast exemption. If stations or third-party news programs to promote a particular candidate, then they must comply with Section 315. While the FCC has taken no direct steps to regulate VNRs, other governmental regulatory agencies, such as the Food and Drug Administration, have tried to take some preliminary action.

Food and Drug Administration's Concerns about VNRs

The importance of pharmaceutical VNRs in EMC campaigns stems from federal restrictions on television advertising of prescription drugs. However, companies have been less constrained in their use of other EMC techniques such as VNRs because the FDA has not established any formal guidelines for the use of these

⁴²¹ N. Rad. Reg. (F & P) 734-1031.

⁴²² *TRAC v. FCC*, 68 Rad. Reg. (F & P) 360, 871 Fed (D.C. Cir. 1989) 345.

⁴²³ N. Rad. Reg. (F & P) 737-230.

media code.⁸¹ Video news releases are a channel through which pharmaceutical companies can effectively reach the viewing audience.

As a result of their marketing rate, the Food and Drug Administration (FDA) tried to develop a comprehensive policy on VNRs and other materials that discuss the use of prescription drug products.⁸² Under the proposed guidelines, which were later withdrawn, pharmaceutical companies which included information about prescription drugs would have been prosecuted and would have had to correct any misinformation. Additional penalties could have also been imposed. The guidelines came as a result of VNRs being used that

- (1) promoted prescription drug products not approved by the FDA,
- (2) treated products approved by the FDA for one use but promoted for an unapproved use,
- (3) implied product superiority when there was none, or
- (4) misled or misled products.

In 1991, the FDA sent a letter to pharmaceutical companies stating that VNRs along with end-of-script, press releases, and package inserts "must be submitted to the agency for review . . . at the time of initial use or dissemination."⁸³ According to the Director of the FDA's Division of Drug Advertising and Labeling "There is no

⁸¹Frank, D. (1990, April). TV stories drive health, medical VNRs to record. *PR Services*, p. 12.

⁸²Ginsberg, J. A. (1991, October). FDA to scrutinize pharmaceutical VNRs. *Public Relations Journal*, 13(10), 8.

⁸³Ginsberg, J.

doubt that these materials many times are highly promotional and need to be dealt with in much other promotional materials are."¹²⁵ The FDA was concerned about the lack of verbal or on-screen identification of pharmaceutical VMLs. "Virtually none of them state that they came from the drug company but rather imply a third party."¹²⁶ Yates was adamant "that our on-screen testimony from doctors rarely identify them as being hired by the drug suppliers to test their products."¹²⁷

Such concerns led to the FDA's intent and plan to develop guidelines for medical VMLs and other material promoting pharmaceuticals.¹²⁸ The FDA was worried that some VMLs had a hidden agenda, covert biasing, or would present a conflict of interest.¹²⁹ The FDA's concerns were heightened by an increase in the use of pharmaceutical VMLs by news executives. According to a 1992 survey, almost half of the news directors responding said that they most often used medical/health VMLs in the newscast and one-fourth used environmental or scientific VMLs.¹³⁰ The survey

¹²⁵FDA, processing of VMLs decided on newscasts (1993, August 26): Rebroadcast, (2/3/93), 93.

¹²⁶Bank 11.

¹²⁷Bank 11.

¹²⁸Bank 12.

¹²⁹Quinn 4.

¹³⁰O'Dwyer, J. (1992, April). "Recycle" video material to boost response for client TRS Services, p. 29.

slightly from a 1991 study in which 41 percent of the same physicians surveyed reported using medical/health VMDs.¹⁰

However, everyone did not agree with the FDA's action. In 1991 the president of the Radio and Television News Directors Association expressed suspicion about the FDA's attempt to develop guidelines for VMDs. He said that "it's one thing for news directors to control them, but it's not good for the government to step in and regulate them."¹¹

As a result of the FDA's proposed guidelines and the 1990 language of the Congressional Committee on Labor and Human Resources, in which the submission of VMDs to the FDA prior to release was mandated,¹² the Pharmaceutical Manufacturers Association planned to resist the guidelines for pharmaceutical VMDs. However, the Association concludes that no guidelines can replace news executives' editorial judgment in weighing each VMD's potential benefits or harms to the viewing audience. Many television executives are remaining cautious about the claims made in medical VMDs because the source of the information is often left to speculation.

¹⁰Booth 11.

¹¹Booth 11.

¹²Hearing before the Committee on Labor and Human Resources, United States Senate, 101 Congress, second session, (1990, December 11 & 12) *Ensuring protection of U.S. pharmaceutical companies and how drug prices and pharmaceuticals are affected* (S. Hrg. 101-1217). Washington, DC: U.S. Government Printing Office.

Industry VNR Guidelines

Few about government regulation of VNRs has led to voluntary industry self-regulation. The Public Relations Society of America (PRSA) established a Code of Good Practice for news national producers.

- (1) The objective of a VNR is to present information, pictures and sound that TV journalists can use and rely on for quality, accuracy and perspective.
- (2) Information contained in a VNR, to the extent possible, must be accurate and verifiable. Involuntarily false or misleading information must be avoided.
- (3) A VNR must be clearly identified as the video's opening, close and any advisory material and scripts that provide or accompany tape distribution.
- (4) The sponsoring company, organization or individual must also be clearly identified on the video tape.
- (5) The name and phone number of a responsible party must be provided on the video for journalists to contact.
- (6) Persons interviewed on the VNR must be accurately identified by name, title and affiliation on the video.¹⁰

The Code addressed the issue of content accuracy but did not address that of verbal or on-screen source identification. The Code only stated that "persons interviewed in the VNR must be accurately identified by name and affiliation in the video." However, for the issue that has that clearly would have the third-person endorsement a news story leads. According to PRSA, the news executive is responsible for identifying the source of the video. However, our public relations practitioners disagreed. "Video

¹⁰Code of Good Practice for VNRs (1992, December). Public Relations Journal, 21.

producers must continue to clearly identify the sponsor of a VNR.¹²⁸ But, the burden should not be placed in their hands exclusively. It should be a task of the FCC, the media, and nation-director as well.¹²⁹

Summary

Chapter 1 introduced VNRs and discussed the necessity of using VNRs and identified it necessary to support integrated marketing communications campaigns. The chapter discussed public-policy and regulatory questions specifically affecting political subject and pharmaceutical VNRs. While the study does not research these types of VNRs exclusively, it was important to look at any type of proposed VNR regulation. If any regulations were to be adopted, they could serve as a precedent for other types of VNRs. As such, Chapter 1 reviewed basic telecommunication assumptions, examined the equal opportunity rule as defined by Section 315 of the 1936 Communications Act, and other relevant Federal Communications Commission rulemaking and decisions. The chapter also described steps taken by the Food and Drug Administration to regulate pharmaceutical VNRs. Chapter 1 ended with a review of the voluntary industry guidelines adopted in the wake of possible VNR regulation.

As more VNRs are produced and distributed, the burden on news gatekeepers has increased. Some national producers must include certain elements to assure they

¹²⁸O'Dwyer, 135:1 (p. 6)

the VNIs will pass through the television stations' news-departmental gates. Chapter 2 provides a review of the VNI and gathering literature relevant to this study.

Chapter 3 contains a description of the methodologies used to obtain the data for answering the research questions. Chapter 4 provides a summary and analysis of the research data. Chapter 5 presents the researcher's conclusions and suggested topics for future research.

CHAPTER 1 REVIEW OF RELATED RESEARCH

Chapter 1 introduced video news releases (VNRs), examined the development of the form of hybrid communication message, and discussed regulatory questions in new forms, specifically the controversy surrounding the use of political subject and pharmaceutical VNRs. Chapter 2 reviews topics which the literature suggests, have relevance to the production and placement of VNRs, the subject matter and common elements of successful VNRs, those which pass through television station news department gates, as well as how creative material producers discover what VNR subject matter and common news elements have the best opportunity to be used by news departments.

Gatekeeping Research

Many communication researchers have traditionally used gatekeeping theory "to study the differential flow of messages, especially news, from a source to the mass

realities."¹ "Gatekeeping is the process by which the billions of messages that are available in the world are reduced and transformed into the hundreds of messages that reach a given person on a given day"² and includes processes by which information is selected and withheld, transmitted, shaped, distorted, repeated, and reused.³ Communication workers, such as reporters, directors, producers, and television news executives, see gatekeeping as gatekeeping as an integral part of selecting information and producing daily newscasts.

All television, but especially network TV news, is highly selective. It has to be. With a mere hour of only about twenty-two minutes, and with literally hours of video footage and correspondent reports flowing in from around the world each day, the news producers are forced to discard the vast majority of the available material in the editing process.⁴

For producers and distributors of VNRs, whatever business route created products, to be successful, they must include in VNRs elements that news

¹Crowe, K. (1993, May). "Value news editors from the gatekeepers' perspective." In M. Crowe & W. Chonko, (Eds.), *Proceedings of the Sixth Conference on Corporate Communication: Approaching 2000* (pp. 187-197). Fairleigh-Dickinson Campus, Fairleigh Dickinson University.

²Sheninger, P. J. (1994). *Communication Concepts & Gatekeeping* (p. 1). Newbury Park, CA: Sage.

³Tedeschi, G. A., Tedeschi, P. J. & Olson, C. H. (1992). Gatekeeping: Mass media systems and information control. In P. G. Klacz & P. J. Tedeschi (Eds.), *Current perspectives in mass communication research* (pp. 44-70). Beverly Hills, CA: Sage.

⁴Lowy, D. T. & Maffeo, J. A. (1990). The sound bites, the bytes, and the bytes: An analysis of network TV news hour newscasts '90. *Journal of Mass Communication Quarterly*, 22(1), 34.

negotiations can use, and by doing so, increase the chances of ‘the VNC passing through some organization’s’ gates.

The Gatekeeper’s Authority and Values

The concept of gatekeeping was developed in 1941 by social psychologist Kurt Lewin.¹ Gatekeeping explained the dynamic interplay between interconnected factors including the participant and the surrounding environment as fluid and not step by step through channels from the street or garden to the table.² Lewin defined the gates as being decisions or actions points where a gatekeeper determined which units passed through the gate and into a channel. During the decision-making process, however, gatekeepers may exert their own preferences or impose the policies of others.

Lewin pointed out that the traveling life went from through certain communication channels was dependent on the fact that certain areas within the channels functioned as “gates.” Carrying the analogy further, Lewin said that gate decisions are governed either by expected rules or by “gate keepers,” and in the latter case an individual or group is “in power” for making the decision between “in” or “out.”³

Studies of gatekeeping from a mass communication perspective began in the early 1950s with researchers placing their emphasis on the individual communicator

¹Lewin, K. (1947). Frontiers in group dynamics: II. Channels of group life, social planning and action research. *Human Relations*, 1, 143-153.

²Lewin, K. (1950). Psychological Ecology. In D. Cartwright (Ed.), *Field theory in social science: Selected theoretical papers* (Malvern, England, pp. 179-187). Chicago: University of Chicago Press.

³Wheat, D. M. (1954). The ‘Gate keeper’: A case study in the selection of news. *Journalism Quarterly*, 31(4), 340.

White first applied Lewis's concept of gatekeeping to the news media. White interviewed news editors to determine why he selected or rejected specific news stories; the editors only had used one-fifth of the available stories. Frequently, White was told the stories were either not interesting or there was not enough space. White found that what was regarded as interesting and deserving of space was more or less up to the editor-in-chief and highly subjective. "Mr. Gates." He selected, processed, and organized the information made available to the public based on his "view-set of" experiences, attitudes, and expectations" of what "the communication of news really is."⁴ Implications of White's study yielded similar results.⁵ Researchers have concluded, as White did, that the selection of news stories by "Mr. Gates" is highly subjective.

The first gate in the process of gatekeeping is formed by the individual reporter who is influenced by his own opinions and perceptions of what is news and what should pass through the gate. Research by White was later supported by Fliegel and Chaffin. They studied reporters at two competing, yet ideologically different newspapers (one conservative and the other liberal) to determine the influence of "the reporter's own opinions, his perception of the editor's opinions, and his perception of

⁴White 166

⁵Stokes P. B. (1987). "Mr. Gates" revisited: A 1988 version of the 1948 case study. *Journalism Quarterly*, 64, 479-77

his readers' opinions.¹⁶⁷ The researchers found a strong correlation between the reporters' statements "that their own opinions guide their reporting more than . . . those of their editors [or] readers"¹⁶⁸ and the actual influence of those factors on their reporting.

Tabernick reporters have the added responsibility of producing a story for a visual medium. If the needs of the visual medium are not met, stories may not make it over the air. The video element is crucial for serious national producers as the key element in VNN's on the video. Drew stated these television city hall best reporters to clearly state all the reasons behind their editorial decisions. Drew found "the sole expectation that these three reporters thought they had to fulfil seemed to be a powerful force in their" highly subjective decision making.¹⁶⁹ "All three reporters considered it necessary to produce visually interesting stories, because of the nature of the medium."¹⁷⁰ Abbott and Broadfield claimed that individual-interview gatekeepers seemed to make the final on-air decisions while three newspaper counterparts re-evaluated the news release to an additional gatekeeper.¹⁷¹

¹⁶⁷ Floyd, R. C. & Chaffin, S. E. (1977). Influence of editors, readers, and personal opinion on reporters. *Journalism Quarterly*, 54, 643-648.

¹⁶⁸ Floyd & Chaffin 1977.

¹⁶⁹ Drew, D. (1977). Rules and decision-making of three television hall reporters. *Journal of Broadcasting*, 18(2), 161-73.

¹⁷⁰ Drew (73).

¹⁷¹ Abbott, E. A. & Broadfield, L. T. (1980). Comparing decisions on releases by TV and newspaper gatekeepers. *Journalism Quarterly*, 56, 533-5.

The subjectiveness of an event can be the difference between a VNBA being or not being during the newsweek. Individual parameters used to judge the newsworthiness of an event include the gatekeeper's own perceptions of the importance of the information and how other news executives judged the event. According to Judd, reporters' perceptions of their role as a reporter and their relationships to their boss, their sources, and each other influence the news stories which pass through the gate.¹⁷ He determined that reporters were generally positive gatekeepers who accepted and complied with the newspaper whose standards were including "something for everyone"¹⁸ in their reporting. Judd concluded that the news staff's interpretation of objectivity produced, at best, superficial reporting.

Tuchman, however, described several tactics journalists use to be able to claim objectivity. Within a story, reporters give conflicting evidence, present supporting facts, quote sources, use quotes to question the legitimacy of groups or events, and situation information gets an inverted pyramid.¹⁹ For the purposes of source material producers, including such material as VNBA coupled with newsworthiness should increase the likelihood of the video package passing through the individual reporter's gate.

¹⁷Judd, R. P. (1961). 'The newspaper reporter in a valueless city.' *Journalism Quarterly*, 38, 35-40.

¹⁸Judd 40.

¹⁹Tuchman, G. (1972). *Objectivity as strategic ritual: An examination of newsmen's notions of objectivity.* *American Journal of Sociology*, 77, 659-79.

Another factor which influences the response's own gate is the newspaper. The role of newspapers is to transmit events and information which cannot be predicted by journalists.¹⁶ If the unexpected cannot be confirmed, however, the perception of what news circulation about an event may become the most important yardstick for a journalist. This phenomenon has been termed "groupthink"¹⁷ and occurs when these elements are present.

- (1) Few sources of alternative or evaluative information are available to the isolated group.
- (2) Others in the group are influenced by the power and prestige of the group leaders.
- (3) Norms about how to make decisions are shared from the group.¹⁸

While these elements are not present for every journalist or gatekeeper, they certainly are present for some. Thus also described some organizational symptoms¹⁹ of groupthink.

First the group's power and authority may be concentrated by group members.

Second the group may be reluctant to consider other points of view. Finally, the

group imposes pressures, either directly or indirectly, for conformity among group

¹⁶Tuchman, G. (1978). Making news by doing work: Reconstructing the unexpected. *American Journal of Sociology*, 75, 110-31.

¹⁷Jana, I. L. (1982). *Groupthink: Psychological studies of policy decisions and failures*. Boston: Houghton Mifflin.

¹⁸Jana 170-1.

¹⁹Jana 174-5.

numbers, or "junk journalists," a term coined by Cronin in his book, *The Boys on the Bus*.¹⁷

According to Cronin, traditional values are directly affect what events become news and the values help reporters define what is news.¹⁸ In his study of two decades of news, Cronin defined eight clusters of values which American journalists routinely use, are expressive of, and which guide their response to news stories:

- (1) Ethnocentrism is the tendency of media to value the United States above all other nations and view the country's deeds as noble even in times of initial of the government.
- (2) Administrative democracy implies that politics, politicians, and governmental officials should operate in the public interest.
- (3) Responsible capitalism suggests that there is honest and competition in business and the underlying economic goal is increased prosperity for all citizens.
- (4) Small-town patriotism favors both small towns (agricultural or market) and nature with big cities being feared.
- (5) Individualism favors those who successfully struggle and overcome adversity. Self-made individuals as well as those not born wealthy during downturns and who prosper without destroying are favored.
- (6) Moderation discourages any type of excess or extreme behavior.
- (7) Order encourages the following of official and unofficial social codes while discouraging any form of social and moral disorder.

¹⁷Cronin, T. (1972). *The boys on the bus: Taking with the campaign press corps*. New York: Farrar & Rinehart.

¹⁸Cronin, H. (1979, January/February). The messages behind the news. *Columbia Journalism Review*, 48-5.

(4) *Leadership promotes competent and moral/governance-related leadership*¹⁴

To the extent that gatekeepers differ in their experiences, interests, and prejudices, different gatekeeping decisions will be made. Decisions will vary with the gatekeeper's perception of his role and of his social responsibility. The overall attitudes and values of gatekeepers are important in judging whether the VNR passes through the gate. Therefore, it is crucial that various material producers understand the factors influencing gatekeepers. While it is not possible to keep each unique gatekeeper in mind when producing VNRs, various material producers, however, must think like reporters of their VNRs are to have a chance to pass through gates. According to the literature, if a VNR is to pass through the gate, it should have a strong visual element, be newsworthy, appear to be objective, and contain some traditional news value as defined by Gans.

The Gatekeeper's Professional Role Includes His Social Responsibility

A gatekeeper's perception of his professional role as well as his responsibility in society influences his decisions when creating the news organization's picture of social reality. When covering an event the reporter must decide what information to include in the story. This is especially important for interviews¹⁵ as time is limited in a

¹⁴Quay 46-5

¹⁵Yang, K. & Long, G. E. (1955). The unique perspective of television and its effect: A pilot study. *American Sociological Review*, 19, 9-12; Lowrey & Butler

newsworthy. Some gatekeepers perceive their responsibility as presenting unbiased and objective information to the audience.⁴⁶ Thus, they may try to select news that provides an unbiased account of the day's events. By selecting news items which appear to give a devoted account of an event or the presentation of "both sides" can facilitate or obstruct information flowing through the gate. Journalist editorial producers can take advantage of this fact by providing the news organization with relevant information and interviews packaged as a news story and included in the e-mail package.

This selection process can result in inferring errors. Journalists may naturally group events in representative news categories such as crime, sports, or weather; the assignment of events to categories has been labeled "representative heuristics."⁴⁷ By comparing the news event with similar events and automatically assigning the information to predefined categories, journalists may unwittingly misrepresent the social picture of the world. World events, which are interesting emotionally, provide images, or are clear in some way, will attract and hold the journalist's attention and

⁴⁶Johnson, J. W. C., Kienius, E. J., & Norcross, M. W. (1992). The professional values of American newsmen. *Public Opinion Quarterly*, 56, 532-49.

⁴⁷Miller, B., & Ross, J. (1991). *Human inference: Biases and distortions of social judgment*. New York: Prentice-Hall.

receive more space or time in the media.³⁰ Events which are perceived to be boring will not provide the same type of promotional interest. Logically then, news material producers should be able to increase the likelihood that their VSOs will pass through the gate by including compelling video and providing a local angle.³¹

Luttwig analyzed the top stories on the major broadcast networks and found them to be similar. Moreover, the researchers found the stories awarded importance by position on the front pages of over 100 newspapers to be dissimilar.³² Kalla, et al., created the content codification of newspapers—when defining what a news and release on the same supplies the information—for the codification of news and information's broadcast newsgathering procedures.³³

Banta, McCormick, and Banta suggested that these similar world views are created because the networks have national network.³⁴ The researchers found that

³⁰ Beckman, G. A. & Smith, D. W. (1991). News sources and news content: The effect of routine news, conflict and proximity. *Journalism Quarterly*, 68(1), 4-12.
 Beckman, R. T. (1990). How often weekly newscasters covered violence in 16 countries. *Journalism Quarterly*, 67(4), 786-792.

³¹ Morton, L. P. & Winton, J. (1991). Proximity, Localization vs. distance in PR news release. *Journalism Quarterly*, 68(4), 1023-1028.

³² Luttwig, N. E. (1983). News coverage: Do U.S. newspapers mirror society's happenings? *Journalism Quarterly*, 60, 484-8, 178.

³³ Kalla, D., Ellis, B., Rogers, M., Van Ommeren, R., & Woodman, K. (1988). Gatekeeping and the network news wire. *Journalism Quarterly*, 65(1), 303-20.

³⁴ Banta, C. R., McCormick, S., & Banta, R. C. (1991). The news factory. In G. C. Wilentz & R. H. DeFrock (Eds.) *Mass communication studies yearbook*, Vol. 2 (pp. 144-159). Beverly Hills, CA: Sage.

factors which appear to have led to consolidation. First, the high turnover and mobility of news staff created the need for institutions to facilitate the recruitment of newly hired broadcast journalists. As television news grew, the need for the producer to supervise newscasts developed, with other roles becoming more specialized. Second, the growth of technology created the need for specialized personnel who could operate the equipment and coordinate activities within the newscast. Third, consultants' expectations of rewards with every story led news staff to avoid stories without risks. Consultants also facilitate the mobility of news staff among stations. Fourth, the realization that the local news can generate high ratings and increase advertising profits led to more involvement by the station's manager. In addition, consultants and station managers worked together to implement policies and consolidation which, they hoped, would lead to higher profits.¹⁷ Fifth, "the demands of profit, consultants, producers, and technology combine[d] to constrain the type of product a news organization produces."¹⁸ The result of these factors is a uniform news product. The situation has been exacerbated in the 1990s with deregulation,

¹⁷McLure, M. L. & Stone, V. A. (1993). Deregulation and competition: Explaining the absence of local broadcast news operations. *Journalism Quarterly*, 69(3), 703-724. Stone, V. A. (1997, April). Deregulation and mobility in large-market radio and television. *TV- Radio/Communications*, pp. 9-11.

¹⁸Stone, McClellan, & Rouse (1991).

efforts restructuring program production and distribution, and the addition of new news networks.¹⁹

The five factors which cause distortions of news work can have unintended negative consequences. First, because of the sophistication of technology and the specialization in job roles, there tends to be a lack of flexibility in the newsroom. "Newsroom tend to be tied to the newsroom by constant schedules and technological exigencies."²⁰ Second, because reporters and photographers as a team are indispensable, personal investment in a story is reduced. Third, productivity is defined as completing the assignment without evaluation of quality. Finally, a newsroom's reputation of the job role, and the actual job role, can be skewed.²¹

These factors are opportunities for the newsroom to produce. The lack of flexibility, lack of personal investment, and increased incentive for story completion open the gate to other potential.

The audience does not vote by chance or by conspiracy, but by necessity . . . Both journalists and news sources — their social pressures that influence their actions. Because media organizations are profit-making enterprises, journalists must learn to select and gather news that will draw a large audience. At the same time, journalists must learn to do their jobs efficiently, applying strategies that virtually ensure that

¹⁹Harwood, H. B. (1995). TV station group-and-cross-media ownership: A 1995 update. *Journalism & Mass Communication Quarterly*, 72(1), 390-401, McKinn & Soren, 1992.

²⁰Tufekci, O. (1995). Job satisfaction among journalists: The influence of professionalism, perceptual organizational structure, and social attributes. *Journalism & Mass Communication Quarterly*, 72(1), 493.

²¹Tufekci (pp. 482-497)

efforts will bring back a story. One of journalists' common strategies is to rely on source-related news. ...³⁶

Therefore, if VNAs include elements such as story newsworthiness, existing value expert interviews, in-pre-produced and exclusive in-call footage, based on the literature, VNAs should pass through the gates. Thus, combining elements and values that are important to important and taking advantage of the anticipated negative effects of the motivation of the newsmen, the source-related producer should have a good chance of getting VNAs through the gates and onto the newscast. The opportunity increases for VNAs passing through the gates when the "influential" media or the "leading" networks use the story.

The Discrepancy and Organizational Factors

Devita shows the interplay of "left-handed" and the right-handers press. Reporters are highly dependent on news agencies and other sources of news, but they are also dependent on events, some of which are publicized and reported before they reach the media.³⁷ Reporters "usually learn about events and issues through news sources, and most of the information that journalists subsequently gather about these events and issues comes from news sources."³⁸ Other events, termed pseudo-events

³⁶Devita and Beach (p. 3).

³⁷McQuail, D. (1947). *Mass communication theory, An introduction* (2nd ed.). Beverly Hills, CA: Sage.

³⁸Devita and Beach (p. 4).

by Reuters, are planned and created in the hopes of getting news-coverage about an event, person, or issue.⁴⁷ The 20th Anniversary of the Big Mac, with a parade and the naming of a street "Big Mac Way," would be an example of a pseudo-event. An event has not really occurred except what has been created by McDonald's to gain valuable publicity in the news media. The entrance of such information into the gatekeeping channel begins when a news event and/or pseudo-event is discovered by the news organization. A reporter may discover the story of interest or VNOs may be disclosed to news organizations. Information, in general, enters or leaves organizations through a variety of channels.

Sigal stated there were such channels—media, informal, and enterprise. The "media" channel includes items categorized as nonspontaneous events such as official proceedings, press releases, VNOs, speeches, and press conferences. The "informal" channel includes background briefings, leaks, news reports from other news organizations, association meetings, trade union conventions, and other such non-governmental proceedings. The "enterprise" channel includes non-planned events witnessed firsthand by the reporter such as accidents, natural disasters, and riots, as well as events gathered by the reporter such as interviews, research, and the reporter's confessions.⁴⁸ The "media" channel, as defined by Sigal, is the channel through

⁴⁷Boydell, D. J. (1971). From news-gathering to news-making: A kind of pseudo-event. In W. Kuhnreich & D. R. Roberts (Eds.), *The process and effects of mass-communication* (pp. 114-119). Urbana: University of Illinois Press.

⁴⁸Sigal, L. V. (1973). *Reporters and officials: The organization and politics of news making*. Englewood, MA: D. C. Heath.

which source material producers distribute advertisers' VNRs. Producers need to be aware of the needs of news organizations when producing and distributing advertisers' VNRs. Source material producers may interact with boundary-spanning persons, and as such, producers can be a vital source of information for advertisers.

Boundary role persons are in charge of the gatekeeping function of news and informal channels, which bring information into news organizations from the outside.⁴² Boundary role persons interact with other news organizations, official sources, and source material producers, among others. Outside sources, working on behalf of advertisers, make information available to news organizations. Gandy stated what was provided to journalists: information subsidies⁴³ which include, for example, press releases, official handouts, and VNRs. Because the information is provided quickly and respectfully to reporters, the likelihood that it will be used in the newsroom is increased.⁴⁴ The information, especially the VNR, is packaged in a ready-to-use form that is attractive and easily used by the news organizations. Because of time and budgetary pressures, once the information the story has been gathered and processed according to the standards set by the news organization, there is good chance that the

⁴²Adams, J. S. (1985). Interorganizational processes and organizational boundary spanning activities. In R. M. Swais and L. L. Cummings (Eds.), *Interorganizational relationships* (Vol. 2) (pp. 111-34). Greenwich, CT: JAI.

⁴³Gandy, A. O. H. (1982). *Beyond agenda setting: Information subsidies and public policy*. Norwood, NJ: Allan.

⁴⁴Yank, J. W. (1986, December). Information subsidies and media content: A study of public relations influence on the news. *Journalism Monographs*, 138.

news will pass through the gates. This is true even if the information is coming into news organizations from an outside source. Often journalists contact news sources, producers and public relations practitioners to ask questions or seek out a specific expert under the pretenses.

Researchers have attempted to highlight some of the organizational constraints which influence the passage of information through the gates. This included editors choosing from among the large number of incoming wire telegrams and papers from news agencies for the content of the bulk of news printed in a newspaper.⁴² What was viewed as being interesting and deserving of space usually seemed to be up to the editor-in-chief "Mr. Gates." Even though "the wire editor clearly felt he had discharge his duty when he selected important news selected from 'what came in,'" "Mr. Gates' personal subjectivity was not as important as his gatekeeping function compared to "the number of news items available, their cost, the pressures of cost, and mechanical production."⁴³ Even though the wire editor selected the news items "the

⁴²See e.g., Everett, W. (1954) Analyzing news: Some questions for research, *Journalism Quarterly*, 31(4), 467-77; Guber, W. (1956) Across the desk: A study of 11 telegraph editors, *Journalism Quarterly*, 33(4), 413-33.

⁴³Guber, Across the desk, 431.

⁴⁴Guber, W. (1956) News is what newspapermen make it. In L. A. Bente & D. M. White (Eds.), *People, society and mass communication*. New York: Free Press.

Gate” was essentially positive in the story selection process because organizational routines are more important than personal factors.⁴²

Whitney and Becker suggested that the local media are highly influenced by decisions of wire service editors.⁴³ Research has shown that the proportion of news within each news category not from wire services influenced the selection of stories chosen by news organizations. The “wire service editors, national news, set the news agenda” for newspaper editors, by suggesting the proper ‘news mix’ and properties within news categories such as accidents and disasters, crime and vice and human interest news.⁴⁴

In his research, Hickey demonstrated “that in a communication network status is a function of position”⁴⁵ and suggested that status “may also be a function of control over”⁴⁶ the information controlled by the centrally located persons. Hickey used Easley and Tibbels’s definition of status which is “the value placed upon a specific

⁴²Greider, *Against the Day* 411-12

⁴³Whitney, D. C., & Becker, L. B. (1982). ‘Carrying the pain’ for participants: The effects of wire news. *Journalism Quarterly*, 59, 60-7

⁴⁴Whitney & Becker 61

⁴⁵Hickey, J. B. (1988). The effects of information control on perceptions of control. *Journalism Quarterly*, 65, 48

⁴⁶Hickey 49

position within a group by other members of the group."⁶⁶ Askey identified three elements of information control in ascending order. The lowest level was that of the communication handler. The communication handler actually handled the information but has no control over content or channels through which the information passed. In the second level, the channel mediator controlled the arrangement of channels through which the information passed. The final level was that of the content manipulator who controlled both the channels through which the information passed and the content of the message. Because of the scope of position, the content manipulator has the most power. Askey suggested that the power of the control position of the content manipulator was shaped by perceptions of others in the field holding peripheral position as well as the content manipulator's actual control information.⁶⁷

Learning who is in the position of content manipulator is essential for the source external producer. Asking the cover executive who has the most power within the cover organization what elements should be included in Yfika is vital for the source channel producer. If the content manipulator has the most influential group/cover power, discovering what criteria he uses to accept or reject Yfika is of utmost importance to those providing source material. While this may initially seem unpractical, it is not. The staff at Modishak call success on a daily basis to learn

⁶⁶Askey, R. H., & Telford, J. W. (1954). Experimental studies of group position in group and process. In G. Lindzey (Ed.), *Handbook of Social Psychology*. York, E. Randolf, Inc., Addison-Wesley Publishing Co.

⁶⁷Askey 98-10

them about upcoming VPRs. “There are anywhere from 50 to 100 newscasts that have a personal phone call and that’s made them my way or indication or that they go over to them.”¹⁶¹ The staff speaks with reporters, producers, and news directors. The staff asks them a variety questions, “and they’re [reporters, producers, and news directors] always giving us feedback about what they like and what they don’t like.”¹⁶² Producers can benefit from reviewing organizational gatekeeping research, as well as research about gatekeepers’ attitudes and values and gatekeepers’ role perceptions and social responsibilities, because the news organization is an entity unto itself and imposes various gatekeeping restrictions on news personnel and story content.

Rubin divided the news flow process into two segments and focused his attention on the news gatherer¹⁶³ because according to Rubin, “It’s he who makes the significant decisions.”¹⁶⁴ Rubin demonstrated that at the United Nations Radio news gatekeeping decisions were made at the centrally located Radio and Visual News Desk. The English language news copy was then sent to language units whose job was to translate the standardized copy.

¹⁶¹Quinn, A. (1989, June). [Interview with Islamabad representative].

¹⁶²Quinn.

¹⁶³Quinn, A. E. (1989). Redefining the ‘gatekeeper’ concept: A UN radio case study. *Journalism Quarterly*, 66, 69-72.

¹⁶⁴Quinn 69.

Bass found a similar organizational pattern at the Voice of America.⁴² Bass concluded that the news flow process was a two-step process which he termed the "Double-Action Internal Narrative." In step one, the news gatherers—reporters, editors, human desk, and/or copy editors—seek the raw news—specimens, events, and/or news conferences—and prepared news copy according to accepted organizational standards. The gatekeeping function was performed by deciding what elements, from the raw news, would be transformed into copy. During step two, the news copy was modified and placed in final printed form and/or form by the news processors—editors, copywriters, and/or translators. Not all news executives have the same organizational function. While news gatherers and news processors do different jobs, the gatekeeping responsibility lies with the news gatherers.

However, news gatherers are not merely gatekeepers regarding the flow of news.⁴³ They often actively create the news through their reporting techniques, "beat tips and through private dealings with officials or human leaders."⁴⁴ Experienced news politicians in interviews, attempt to discover what is wrong with the economy, and

⁴²Bass (pp. 49-53).

⁴³Johnson, W., & Fernald, W. (1982). *Men, Women, Messages, and Media: Understanding Human Communication* (2nd ed.). New York: Harper & Row.

⁴⁴Baskerville & Beach 3

newspaper corporations. Their criteria for the selection of news is a good extent are rationalizations of organizational, professional, and cultural constraints.²²

Each working day the reporter makes numerous subjective decisions, often deciding which stories will be covered. During interviews and press conferences, he notes certain comments and facts and while writing his story decides which elements to include and which ones to highlight in his text.²³

In other words, gatekeeping begins with the reporter on the street²⁴ with the reporter creating "news stories by selecting fragments of information from the mass of"²⁵ available raw news.

The fact that the responsibilities of gatekeepers extend to much more than regulating the news allows the gatekeepers to interact with source material producers in a symbiotic relationship. Source material producers try to produce and distribute VNCs which news organizations can use. The producers, in essence, "introduce journalists' work of gathering and reporting information"²⁶ and by doing so increase the chances of VNCs being used in the newspaper. In the past decade, news

²²McQuail, D. (1982). *Mass Communication Theory: An Introduction* (2nd ed.). Beverly Hills: Sage Publications, Inc.

²³Deane (14).

²⁴Yodanis, J. D., Elson, P., & Murkyn, G. (1996). *Democratization and communication: A case study*. Behavior Program.

²⁵Chabrow, S. (1977). *Law and order news: An analysis of crime reporting in the British press* (p. 6). London: Tavistock.

²⁶Yodanis & Elson, 5.

organizations have been impacted by financially⁶² and it is not always possible for them to send a message to every important event, especially to out-of-town locations.

However, source material producers can send news organizations the business message packaged as a VNR⁶³ and it is in this way that a symbiotic relationship develops.

Source material producers provide relief for news organizations and allow them to compete more effectively with a limited budget. The advertisers featured in VNRs receive third-person credibility from the newscast, something that is not found in comparable commercials.⁶⁴

As such, with the newscast ensuring the credibility of information presented in VNRs, the advertiser as well as the media can rest the agenda for the viewing or reading public.⁶⁵ They may not necessarily tell the viewers what to think, but they can

⁶²Trudel, M. R. (1991). PR professionals and TV producers: The new alliance for good information. *Public Relations Quarterly*, 10, 21-23.

⁶³View is successfully produced, describes VNRs. (1995, April 20). *EBSCO*, 11/07. Available in EBSCO, NewsLibrary. Dayton, O. (1995, June 6). Newscast PR firm takes visibility to new heights, publicity offers Phoenix Productions' new video news releases to get closer TV coverage. *Los Angeles Times*, Orange County Edition, p. D1.

⁶⁴Edo, X. & Eskin, G. L. (1991). Measurement effects in comparing video learning from tele-video news and campaign advertisements. *Journalism & Mass Communication Quarterly*, 22(1), 71-83. Owen, A. & Eskin, F. A. (1994, August). Do they believe it when they see it? Video news releases affect perceptions, recall and attitudes. Paper presented at the Association for Education in Journalism and Mass Communication, Atlanta, GA.

⁶⁵Wicks, R. H. (1983). Remembering the news: Effects of medium and message discrepancy on news recall over time. *Journalism & Mass Communication Quarterly*, 22(3), 464-471.

tell the audience what to think about⁵² as well as having the potential to influence mass audience members' opinions and attitudes.⁵³ McCombs and Shaw stated that those issues which repeatedly are sent through the gates are given a higher priority by audience members and reflect the audience's agenda more than those issues which appear infrequently.⁵⁴ The effect can be that the majority of stories about an event passing through the news gate will be either supporting or conflicting messages.

However, the influence the media have "on public opinion will be limited by the extent to which media versions of social reality agree."⁵⁵ Public opinion will vary depending on the differing story importance the local media place on events. Brown found a clear indication that gatekeeping creates societal perceptions.⁵⁶ "The gatekeeper function, while made subjectively, are clearly situated to influence attitudes

⁵²Cohen, B. C. (1943). *The press and foreign policy*. Princeton, N. J. Princeton University Press.

⁵³Alexander, J. C. (1983). The mass news media in systems, historical, and comparative perspective. In E. Katz & T. Jamoul (Eds.), *Mass media and social change* (pp. 17-37). Beverly Hills, CA: Sage.

⁵⁴McCombs, M. E., & Shaw, D. L. (1979). Journalizing the "mass environment." *Journal of Communication*, 29, 14-31.

⁵⁵Strommen, P. J. (1987). *Communication Concepts I: Introductory* (p. 31). Newbury Park, CA: Sage.

⁵⁶Brown, S. M. (1979). The gatekeeper function: A return to Brown. *Journal of Broadcasting*, 23, 449-461 & 479.

and the environment, which speaks these issues rather than being largely a product of media pressures of the publication process.”¹⁷

Characteristics of News Items

An important gatekeeping category for news material producers to understand is the characteristics of news items. If producers are to have their VOs pass through the gates, then the video packages have to include those elements which are most important to television news gatekeepers. Television gatekeepers select and evaluate the facts, ideas, and issues, including both enterprise stories and information subsidies. In this selection process, they use certain yardsticks to help them measure the newsworthiness of events so news gatekeepers have specific values which they use as criteria to judge and keep the news.¹⁸ Ideals and Chaudhry defined eight yardsticks to be the discrimination of news and information:

- (I) A freely informed public is essential for an open and democratic society.
- (2) The news media are expected to report conflicting interests of public concern in a free marketplace of ideas until the truth is discovered by the public.
- (3) People have a right to know what their government is doing.
- (4) The news must provide essential facts for the public to form sound opinions on public issues.

¹⁷ Evans 479

¹⁸ See e.g., Schudson & Porter, McGinn, and Stampel (Eds.) (1985). *Gatekeeping: The use of report and the selection of issues*. *Journalism Quarterly*, 62(4), 751-56 & 813.

- (H) The news media are expected to monitor government policies and actions in their role as watchdogs over government and as guardians of people's rights.
- (I) Objectivity and that the news should be presented as factual reports of events without the bias of the reporter.
- (J) All sides of an issue should be fairly presented without the presenting of one view as being more dominant than the other.
- (K) The emergence of the "new journalism" school of thought which states that journalists would be more than just reporters and should get involved in the message and openly admit their biases.¹⁹

Other ones characterize the play a role, as all gatekeepers must answer the basic question of why one story should be selected over any other. Once again, source material producers must be aware of and understand these elements of selection. While one is just through the gate. First, the next news-worthiness as to how the story likely it will pass a gate. Traditional news values such as proximity, prominence, consequence, significance, conflict, and the unusual nature of the story are reasons given for selection. Others include "Will this story interest all or most of my viewers?" Can this story be shown to my network? How will this story fit with the day's, flow, and content of the rest of the newscast?²⁰ Through-collocated syndication relationship with news organizations, source material producers are likely to

¹⁹Morris, J., & Chomsky, A. (1983). *Compulsory news media system*. New York: Longman, Inc.

²⁰Hansen, Ed. (1991). *Is it news goes electronic: The what and why questions in local TV news*. *Australian Journal*, 38(2), 8-13.

understanding of what may pass through the news departments' gates. Source national producers have become more proactive by asking reporters, producers, and news directors what types of VNRs they need and want.⁶²

In a competitive media marketplace dominated by commercial interests, advertising pressures, and rising sweeps, a primary concern of the gatekeeper is to give the public what it wants to achieve the largest possible audience. This marketing approach to news inevitably focuses on topics which attract a large readership or viewing audience: consumer affairs, people, celebrities, crime, and sex.⁶³ Backlash researched factors which influenced television news editors' decisions in the selection process. The editors went back to the primary skills in their selection of news stories, perceptions of audience and news sources, reading habits, and experience. According to Backlash, "The overall impression is that a standard form of being presented in the television news audience."⁶⁴

Smith, Thoms, and Fleming studied audience preference in news and information and found more than forty general topics of news were categorized in American daily newspapers. More space is given to sports than to international news, more space is given to crime than to cultural events, and the most widely-read topics

⁶²Quinn, A. (1993, June). [Interview with Mediaside representative].

⁶³See e.g., Martin & Chaudhary; Backlash, 3. (1993-78). News elements and selection by reference news editors. *Journal of Broadcasting*, 38(1), 49-64.
 Evans, B., & Incech, A. (1991). *Reporting processes and practices: Storywriting for today's media*. Belmont, CA: Wadsworth.

⁶⁴Backlash 48.

include accidents, disasters, natural phenomena, governmental affairs, taxes, and crime.¹⁰

Through an earlier survey of newspaper readers' professions and reading habits, Dennis and Iversen determined that the content of newspapers is directly related to the lives of readers. The content has been expanded to include consumer reporting, personal concerns, alternative life styles, social trends, and entertainment news.¹¹ Such topics were brought about by changing societal values and by financial attempts of the media to expand their audiences in the face of rigorous competition between and among news organizations.¹²

Similar content patterns are found in television news. Gaskinsport are guided by feedback obtained in viewing audience surveys and ratings. These surveys revealed that the public wants lively, entertaining, multi-frustrate television newscasts with plenty of action, sex, crime, and tragedy, while avoiding serious and complex issues.

Hansen found the traditionally sensationalized reports of fires and police blitzer material to comprise about one-third of all local TV news stories. Of his sample of 243 stories, only 14.2% fit the description of newscastness. However, the gaskinsport Hansen interviewed candidly admitted that they frequently play

¹⁰Smith, R., Thorton, E. A., & Hanning, V. (1982). *Conducting study of Chomsky's all-level newspaper experience*. *Academy Quarterly*, 63(3), 180-88.

¹¹Dennis & Iversen, *Reporting pressure*.

¹²See e.g., *Academy*; Dennis & Iversen, *Strapped II*.

sensational, sometimes unrelated, news like ratings sweeps weeks.⁶⁰ In a subsequent study of 18 local television newscasts, Harman found little difference between the amount of public affairs stories versus sensationalized reports in small and large market stations.⁶¹ An earlier study in Houston reported that about half of the news stories used on local television included some type of sensationalism. However, stories also contained useful information such as background material and insights into the political process.⁶² In a more recent study, Davis and Lee found that sensationalized stories containing sex and violence aired on one station were duplicated by other stations by the 7:00 period of the hour, suggesting that news organizations were selecting the same stories as part of the local newscasts.⁶³ This "shared local television's preference for simple, straightforward news stories, low in complexity, but high in visual and dramatic values."⁶⁴ Local television news "seemed to be built from information that was easy to explain, that would provide a good audience draw, and

⁶⁰Harman 117-13

⁶¹Harman, M. D. (1988). Market size and local television news judgment. *Journal of Media Economics*, 2, 15-29

⁶²Holberton, C. R. & Gussow, D. M. (1986). Useful news, sensational news: Quality, sensationalism and local TV news. *American Quarterly*, 38, 413-429. 420

⁶³Davis, W. B. & Lee, Jung Park. (1991). Sex, violence, and sensationalism/infantilization: the content of local TV news values. *Journalism & Mass Communication Quarterly*, 18(1), 128-158

⁶⁴Davis & Lee (1)

that could be assembled with efficiency of effort.⁴⁶ The Davis and Lee study showed that news organisations had a preference for such stories.

The findings of the characterisation of news about and performance by television news journalists are of importance to news material producers, as the research can aid them in learning what elements to include in their VMMs. If producers are aware of the preferences of news journalists, producers can avoid getting stuck in front of locked gates. Having the knowledge of journalists' attitudes and values, professional roles and social responsibilities, as well as organisational flows and characterisation of news about can be the keys which unlock gates and allow VMMs to pass into newsrooms. One such key is the production of simple, straightforward news stories, low in complexity, but high in visual and dramatic values that would provide a good audience flow. Because VMMs are prepackaged, they can be aired with an efficiency of effort.

When a story is accepted by the news organisations, the nature of the flow, either negative or positive, is fixed and behind the news gate tends to change.⁴⁷ For example, if an important source initially would not agree to an interview, this would create a negative flow because of the source's lack of agreement. However, if the reporter persisted and the source finally agreed to an interview, the negative flow

⁴⁶Feilerstein, D. (1993). Reducing the gatekeeping obligation for local television news. *Journal of Broadcasting and Electronic Media*, 28, 13-44. p. 44.

⁴⁷Levin, K. (1957). *Publicity as social action* (Unbound document paper). New York: Harper.

would become positive because of the reporter's time invested in getting the interview. In other words, if the story was difficult to obtain because it required all resources—location, elusive source, danger to reporter, etc.—once it was obtained and it crossed the gate, the story should, then theoretically, pass through.

In the same vein, if the interview was packaged as a VNR prepared by a neutral national producer and distributed to the news organizations—the man of neutral would give the VNR a positive force. The positive force, therefore, should allow the VNR to pass through the gate. However, the initial positive force, that man-of-neutral allows, might raise questions to the reporter who questions such as, "The VNR came from a source national producer, should we use it, can we trust it?"

Depending on the story and the difficulty or man-of-attainment the polarity of news items outside the news gate may or may not retain their initial negative or positive force. In addition, some stories may have a neutral force both outside and inside the gate. According to Shoemaker, "Given any news polarity . . . after getting through a gate . . . , forces may vary in strength, some conflicting with others . . . ; others may have a bi-directional influence through a gate, with forces behind a gate reinforcing those behind the gate . . . ; (and researchers) should consider how differing forces and polarities affect the news gatekeeping process, not just selection."⁴⁸

⁴⁸Shoemaker 20-3

People, Place, and Time

The news driven by different media and from different people. Most local stations are linked to a larger organizational network which covers the world. The closer the location of the news event to the city, region, or nation of the intended audience, the more likely that event is to be covered. Moreover, however, may be overridden by other considerations, such as the power or unusual character of the event.¹⁰¹

"Time has enormous influence as a consideration in selection."¹⁰² *Timeliness* means both novelty and relevance. The importance of a "first" with a local station's news department "is often more important than any other factor in deciding on selection and placement."¹⁰³ The stress of being first and being able to compete against other stations is inherent in VODs. Video news releases can allow a news organization to air a story first and allow it to not choose if otherwise might have been unable to obtain.

"What the news media investigate and report are dependent on the information-gathering and information-processing resources" of these agencies as well as on other material producers. Some of "the most factors which influence the eventual choice

¹⁰¹McQuail, Harman, Berkowitz.

¹⁰²McQuail 163.

¹⁰³McQuail 163.

include people, place, or time – usually in one or other combination.¹⁶⁶ The news often consists of stories about what prominent people say concerning events rather than containing reports solely about the events themselves. Statements made by prominent people are often news especially when these people have the power to influence future events.¹⁶⁷ “What we see of the world through the media eyes is often the result of chance encounters or informal communication networks developed by people in the media.”¹⁶⁸ The news consists of events which attract beyond the news. Stories can be anticipated by observation at places where past noteworthy events have happened or been made public: for example courts, police stations, government buildings, airports, hospitals, armies, etc.¹⁶⁹

Understanding the individual gatekeeper, the news media, and the gatekeeping categories offering what have gone through the news department gates is essential for source material producers. A solid understanding of these integrators can increase the likelihood that NYNs will pass through the news gates. The gatekeeping theory has been an important element in mass communication research. Studies related to news desk usage, preferred topics, and sources of other news managers provide a useful theoretical background for this study. The role of source material producers and the

¹⁶⁶McQuail 163

¹⁶⁷Kelly, Ellis, Rogers, Van Oosteren, & Woodman 173-21

¹⁶⁸See e.g., McQuail 164 ; Hansen.

¹⁶⁹See e.g., Smith, Tustin, & Henson, *Amster, T.* (1998). *Consciousness in local television news. Journal of Broadcasting & Electronic Media*, 32(4), 461-72.

YPOs produced on behalf of students are recognized as part of the gatekeeping process and as maintenance of YPOs is increased. Chapter 3 describes the methodologies employed in carrying out such an investigation.

CHAPTER 1

METHODOLOGY

A review of the relevant literature about the relationship between the inclusion of certain subject matter and common elements in video news releases (VNRs) and their success, as provided in Chapter 2, enables a better understanding of how previous research methodologies were applied to this investigation. The lack of literature on this topic suggests the need for a continuing study of the subject matter of successful VNRs, as well as the methods used by source material producers to determine what VNR subject matter and common news elements have the best opportunity to be used by news departments, as needed.

Research Questions

The researcher sought to answer two research questions: (1) What are the subject matter and common elements of successful VNRs, those which pass through television stations' news departments' gates? (2) How do source material producers discover what VNR subject matter and common news elements have the best opportunity to be used by news departments?

To determine the subject matter and common news elements included in successful VNRs, the researcher felt it important, first, to analyze the content of VNRs

which passed through reference material's inter-department gates. The researcher coded the VNRs for subject matter, common elements and how and where within the network the VNR was used. The data allowed the researcher to determine trends about the content and use of successful VNRs.

Second, the researcher analyzed the content of a group of 16 VNRs distributed nationally from 1990 to 1996. This allowed the researcher to discover trends and observe content changes within the three year period. Members of the VNRs were included on Medabank's annual Top Ten VNR Lists.

Third, the researcher reviewed the data from Medabank's Top Ten VNR Lists, 1990 to 1995. The VNRs which appeared on the lists received the most nation-wide and had the largest gross audience of all of Medabank's VNRs during each of the years. This information allowed the researcher to determine trends about Medabank's most successful VNRs.

Fourth, the researcher extensively searched the academic and trade literature. Finally, the researcher interviewed source material producers and distributors to determine the methods used to find out what VNR subject matter is needed and used by news departments.

YNB Organization Profile

The researcher examined the activities of Medialink, the largest YNB distributor in the United States. Founded in 1994, Medialink, a privately held company, is owned and operated by Video Broadcasting Corporation. Medialink, headquartered in New York, has full-service offices in Washington, Chicago, Los Angeles, Dallas, and European headquarters in London, with affiliates in Asia, Australia, and South Africa. The company has been described as having a serious commitment to client service and has been establishing itself as a leader in the field by providing YNBs for the majority of the Fortune 500 companies.¹

Medialink combines technological innovation with a staff drawn from the networks, Cable News Network (CNN), United Press-International (UPI), Viacom, and local television news departments and private satellite networks. Staff members also come from leading public relations firms such as Edelman Worldwide Public Relations, Hill & Knowlton Public Relations, GolinHarris Communications, and other major public relations services companies. Medialink services include YNBs, satellite media tours, public service announcements (PSAs), special event video conferences, internet communications via desktop PCs, public relations strategy, electronic press kits, and photography.

¹Chabot, E. (1999, Feb. 1). Medialink leading on PR via satellite. *Business Marketing*, p. 1. Available in UICBS, West Library.

In addition to distributing VNRs, in January, 1993, Mediaset began producing VNRs. Mediaset alerts newsmen-of upcoming VNRs through daily telephone calls to 50-to 200 newsmen-during which Mediaset staff members talk to reporters, producers and news directors. Mediaset also alerts news-departments through faxes, computer screens, such as Computers and Producty, and the AP Expressnewswire, which is fed into about 700 newsmen and all major domestic network bureaus, national cable networks, and local television stations throughout the United States.

In 1994, Mediaset distributed about 1,000 VNRs, an increase of 333 from the previous year. About 75 percent of these VNRs are fed daily via satellite from New York at 1:00-to 1:30 p.m. The VNRs are fed continuously and the entire feed is repeated at least once. If there are four or more clients, Mediaset will use satellite runs until 2:00 p.m. The remaining 25 percent of VNRs are fed from other office locations. Mediaset's offices in Washington, D.C., Los Angeles, Chicago, and Dallas have the capabilities to create and feed VNRs. Mediaset normally does not feed preplaced VNRs after 3:30 or 4:00 p.m. as this is the time when reporters on the East Coast are editing their evening newscasts.

To track VNR usage by news organizations, each VNR is encoded with the electronic code, Sigma from Nielsen Media Research, placed on the vertical blanking interval (VBI)-of the television signal. Nielsen's news station signals the Sigma codes and when encoded video is found the information is transmitted back to Nielsen. The information includes the time, date, broadcast duration, and location of station using

the VCR. In addition to electronic-recorded video taping, Mediatek uses video clip searches by Statista, database searches by Radio-TV Reports, and door-to-door follow-up phone calls to monitor VCR usage by news organizations.

News Video Database Profile

Living in South Florida, the researcher worked with Broadcast Quality in Coral Gables. The company records and monitors all Florida television newscasts and public affairs programming.

Broadcast Quality employees conducted a computer search of the local newscasts on four pre-selected Miami television stations for all VCRs distributed by Mediatek from March 4 to March 20, 1990. Video News Release Duplicates, prepared by Mediatek, listed all VCRs distributed during the selected time period and were used in Broadcast Quality's computer search for VCRs (see Appendix A).

The Miami stations were Channel 4 WTOB-CBS, Channel 4 WTVJ-NBC, Channel 7 WFTN-FOX, and Channel 10 WPLG-ABC. The stations were chosen because they include the four major English language stations for Miami (the number 13 market) and are affiliated with a different network—ABC, CBS, NBC, and FOX. All local newscasts—morning, midday, early evening, and late evening—were searched for VCRs listed on Mediatek's Duplicates for the defined research period. The search included 10 weekdays, 14 Saturdays, and 18 Sunday newscasts. One weekday local entertainment news program, "Dance Fever," which aired from 7:30 to 8:00 p.m. on

Channel 7, was also included. The specific stations, times, and days of the local newscasts identified are listed in Appendix B.

Research Methodology

There were 34 Mediaset distributed VNRs which were used by the four stations a total of 88 times during the research period. The content of a group of 36 VNRs also distributed by Mediaset from 1993 to 1996 was analyzed. The group included 19 VNRs listed on Mediaset's annual Top Ten Lists. Additional content data came from Mediaset's Top Ten Lists for 1989 to 1993. In addition, the researcher interviewed several Mediaset staff members in the Washington, D.C., and New York offices to determine the methods used to identify what VNR subject matter was listed and used by news departments.

The VNRs which passed through television stations' news-department gates were analyzed to determine the subject matter of successful VNRs and to identify any content elements included in the rules. Personal interviews and those published in national and trade journals identified the methods news managers used to learn about news-department behavior.

Content Analysis of VNRs

The researcher watched all VNRs coded as being used by one or more of the stations and the newscast segments in which the VNRs were aired. By doing so, the

researcher could determine how and where within the newscasts the VNRs were used. The length of the news story and the length of the VNR video were recorded. These data allowed the researcher to determine if the VNR was edited and what percentage of the VNR was used by the news department. Video news releases distributed by Medialink are 90 seconds and have a close message.

Second, the researcher recorded which newscast segments the VNRs were aired. All of the newscast blocks were defined by the anchor, graphics, or topic related stories. For example, if the health block was introduced by a health reporter, identified by graphics such as "Eye on Health" or "Healthcast," or included stories about enforcing cholesterol, eating more tomatoes, or new advances in prostate surgery then the segment would be coded as "health news."

Finally, the subject matter of the VNR and common elements included were analyzed according to the Coding Sheet (see Appendix C). If a VNR was distributed more than once, all newscasts in which it was used were coded under the first listing. All additional distributions were coded as "Repeat." Any VNRs not used by the first Miami station were coded as "No Show." The data from the analysis allowed the researcher to identify trends about how and where within newscasts VNRs are used and the subject matter and common elements of successful VNRs.

Coding was partly based on prior research from Berkowitz¹ and from Davis and Lee² (see Chapter Two). First, the title of the VNR, its topic, and whether the VNR was included on a Top Ten List were recorded. The VNR was viewed and the length of the package and/or the by-line was noted. If the VNR was included in a newscast, the length of the story along with the length of the VNR video was recorded. It was noted whether the VNR was edited, how the VNR video was used (for example, with a local anchor voice-over or on-screen identification), and in which news segment the VNR was used.

Second, the visual quality (see Chapter 3) of the VNR was coded as being high, moderate, or low.³ Visual quality is defined as "how arresting are the visuals gathered about the issue at hand?"⁴ Video which was "high in visual and dramatic values,"⁵ interesting extensively, or provided imagery included scenes of violence, sexual material, disasters, dangerous video games or other life-threatening, human

¹ Berkowitz, D. (1990). Refining the programming metaphors for local television news. *Journal of Broadcasting and Electronic Media*, 24, 10-18.

² Davis, W. R. & Lee, J. E. (1999). Sex, violence, and consciousness/diffusion: An analysis of local TV news values. *Association & African Communication Quarterly*, 12(1), 13-1.

³ Berkowitz, Jonathan, K. H. & Campbell, K. H. (1992). *Interplay of television, news, advertising, politics, and the mass media* (2nd ed.). Berkeley, CA: Wadsworth.

⁴ McManus, J. H. (1994). *Intuition, Devises, Imagination: Let the Editors Dream!*, p. 128. Thousand Oaks, CA: Sage Publications.

⁵ Davis & Lee.

content when showing business events to individuals overcoming great difficulty, and entertainment footage of stars, Hollywood, the music industry, etc.¹⁷

If 66 percent or more of the VNR video contained such scenes then the VNR received a high rating. Two examples are a domestic motorcycle crash and footage of a new video game. If 34 to 65 percent of the video included such scenes, the VNR received a moderate rating. One example included footage of a man in the house for sale on the Internet. The video also included interviews with consumers and experts. If 10 percent or less of the video contained such scenes, then it received a low rating. One example is video of medical equipment with voice-over. In doing such coding, the researcher wanted to determine the visual quality of VNRs known to be successful and if the visual quality of VNRs had changed from 1993 to 1996.

Third, the VNRs were coded for story-complexity. Story complexity is defined "as the amount of the topic of a news story—how much information is necessary for the typical viewer to make sense of it."¹⁸ Complex elements included expert interviews, included terms, added explanations of professional jargon, etc.

If 66 percent or more of the VNR contained these elements, it was coded as being highly complex. If 34 to 65 percent of the VNR contained such elements, it was coded as being moderately complex. If 10 percent or less of the VNR contained these elements, it was coded as being low in complexity.

¹⁷Bertrucci, Davis & Lee, and Mahdian, 126-31.

¹⁸Mahdian, J. R. (1994). *Market/News Journalism: Let the Citizen Hear!*, p. 171. Thousand Oaks, CA: Sage Publications.

Finally, the subject matter of the VNRs was coded as being academic, consumer, crime, disaster, entertainment, government, natural phenomena, social trends, and/or technology news. The data allowed charting of subject matter trends of successful VNRs in addition to trends for the three year period.

General Analysis of VNR Data

All available data from *Mediakill's* Toy Tin List for 1988 to 1990 were analyzed to determine the subject matter and the common elements included in successful VNRs. The data were coded into four categories: location (regional, national, and international), sponsoring organization (source), type, and use of those listed multiple times), and product placements (positive and negative). Positive product placements are those in which the product is reviewed in a favorable or neutral manner. Negative product placements include those in which, for example, the product is being recalled or protested by another organization.

Personal Interviews

Information about *Mediakill's* and the methods source material producers use to determine what VNR subject matter and elements have the best opportunity to be used by news departments was gathered through personal interviews with those involved with VNR production and distribution. The researcher asked interviewees 13 open-

ended questions (see Appendix D) with each interview lasting about 40 minutes. As interviews progressed additional questions suggested themselves and were asked.

Four interviews were conducted during mid-June, 1995, at the Washington, D.C., Mediatek office with additional information being gathered via telephone from four interviewees at the New York office. To obtain fairness, the selected interviewees were processed sequentially. Names, titles, and positions were deleted from the research document to follow the agreement made between the researcher and the selected employees. While interviewees held positions such as sales managers, associate vice presidents, vice president of operations, nation relations coordinators, etc., all quotes from Mediatek employees are referenced by the following terms: "Mediatek representative," "Mediatek staff member," "Mediatek nation relations staff member," etc. The selected employees interviewed had varying levels of experience and job duties.

Limitations

One limitation faced by the researcher was the absolute number of VNRs that are produced yearly. It would have been ideal to review over 1,200 VNRs but with the time factor that such research would take this would have proven to be an impossibility. In addition, Mediatek does not keep files of all VNRs distributed. They have the most current VNRs but not older ones. Thus, as it would have been an ideal opportunity to review all VNRs sent, once again, this was an impossibility.

There were other limitations. The use of only one large market being the most noteworthy as well as the relatively short time period to which the homogeneous interview schedule was applied. Finally, there was the problem created by the use of only one coder.

However, the VITA content analysis data coupled with previously published data, and the personal interviews allowed the researcher to provide some answers to the research questions. The study provides useful data for the continued investigation of the subject matter and common elements included in successful VITAs. In addition, the study provides a beginning for further research into the symbiotic relationship between tourist material producers and interview stations' owner departments. The results of the investigation will be presented in Chapter 4.

CHAPTER 4

RESULTS

Chapter 3 reviewed previously published materials. Chapter 3 detailed the methodology—(1) content analysis of successful video news releases (VNRs), those distributed by Mediaset, March 4 to March 28, 1995, which were aired on at least one of the local newscasts of four African English-language television stations, (2) content analysis of a group of 16 VNRs distributed by Mediaset from 1993 to 1994, (3) content analysis of the data from Mediaset's Top Ten Lists, 1988 to 1993, and (4) personal interviews with VNR source material producers and distributors—used to obtain the data for this study. The researcher attempted to answer the research questions: (1) What are the subject matter and common elements of successful video news releases (VNRs), those which pass through television stations' news department gates? (2) How do source material producers discover what VNR subject matter and common news elements have the best opportunity to be used by news departments? Chapter 4 provides the results of this study.

Mediakid's Control and Input

The amount of control and input that Mediakid has when producing and distributing VTRs depends upon clients' needs. Some clients have Mediakid to be involved in every step from production to distribution. Others produce in-house VTRs or hire an outside production house and select Mediakid for distribution only. When clients agree with pre-produced VTRs, the Mediakid staff reviews the VTR's content along after distribution and discuss with clients how to improve their future newscast placement.

The content of VTRs must fit the definition of news. The question, "Is the VTR newsworthy?" must be answered in the affirmative. As most advertisers do not have a strong news background and are not familiar with the journalistic objectives of the news, they are usually unaware of what being newsworthy means, according to a Mediakid representative. Video news releases must fit the definition of news, have subject matter that can be used variously, include some of the components of newscasters, local angle, uniqueness, and human interest among others, and have exciting video.

Keeping in Touch with News Directors

With Mediakid staff members handling over 1,000 VTRs annually, newscast research is important element for Mediakid and for clients' overall integrated marketing communications (IMC) campaign strategy. To stay current with the needs

of news directors, Mediasite's staff track segments for content and style as well as watching for trends, making trade inquiries, and attending professional conventions. Many of Mediasite's staff also have a professional television news background.

Mediasite's station relations staff is in daily contact with television station news departments. Anywhere from 50 to 100 newscasts receive a phone call. The number of stations called depends on which news departments need information, the number of clients that have paid for full participation, and what feedback Mediasite needs. Staff members talk with reporters, producers, and news directors about upcoming VNR stories, about previous VNRs that the stations used or did not use, about the stations' current story packages and what information the stations want, and about what Mediasite can do to increase clients' VNR usage during newscasts. Staff members analyze this information to determine what VNR subject matter and content elements have the best opportunity to be used by news departments.

News department personnel tend to be receptive and give feedback about what VNRs they liked and found useful and which ones they did not, according to a Mediasite representative. Some news directors deny using VNRs: "It's against their principles and they would never do it. However, we have an affidavit from their stations showing that they do in fact use our VNRs," said a Mediasite representative. The words "video news release" also have become dirty and scary words when negative connotations. Instead, VNRs are now "source material" and Mediasite representatives are "source material producers." Thus, news directors no longer have to admit to

using VCRs, instead they are only using waste material. Another item that is sometimes used is "brown feed." That term, however, is also used by the network and can be misleading.

News departments are also alerted about upcoming VCRs via fax, wire, and through computer services such as Compuserve and Prodigy. Medialink has an agreement with AP Express to relay all waste information about upcoming VCRs via its network via about 700 terminals, including all of the major domestic networks. However, the national cable networks and local television stations nationwide. News department personnel can access specific story information free of charge through key word searches and can receive information about all VCRs currently being sent. Information includes story numbers, package descriptions, suggested content, and the date and time of the satellite feed. Medialink's clients who want access to AP Express have to file through Medialink's computer. The cost for clients ranges from \$140 for one verification or the wire to \$2,400 for full verification. Full verification includes five hours on the wire and 78 phone calls the morning of the feed. Medialink recommends that if clients cannot do full verification, that they pay for at least three verifications because it gives clients access to at least three different drafts of news department personnel, according to a Medialink representative. AP Express allows Medialink to send news department immediate information about upcoming VCRs and eliminate some of the problems of news not being received by the intended reporter or news director.

Advantages Offered to Advertisers when Using VNRs

Video news-releases can be successful tools as they allow advertisers to use strategies similar to consumer commercial advertising rather than IMC campaigns. Advertisers may out IMC campaigns strategy prior to producing commercials and/or VNRs so that in the morning viewers may see the commercial and later that day the VNR may be aired during the newscast. For example, the most widely aired VNRs of IMC was all about commercials. The most used VNR was about Dornier's 1995 Super Bowl commercial with former Texas governor Ann Richards and former New York governor Mario Cuomo, number two was about a Tide Ball commercial with Shaquille O'Neal introducing the company's hard/soft soap and the number three VNR was about Revlon's Shag vs. Shag commercial. Because viewers tend to pay more attention to the news than to advertising, advertisers can more effectively convey information to their target audience through VNRs.

Such a strategy can increase credibility not only for the VNR aired during the news, but also for the previously seen advertised product. Video news releases have the advantage of generating third-person credibility from the editorial content of the newscast in which they are used, and, by being placed within newscasts, advertisers have the added advantage of securing key product positioning placements. The product can be legitimately featured in a VNR as the "latest advancement" or the "most effective" without appearing to be a commercial plug. Instead of becoming an adding to audience skepticism, VNRs have the credibility arising from similar

commercial television advertising. Since the VNAs' commercial intent is hidden within a news-like package, many viewers may be unaware of the story's commercial purpose. The credibility which VNAs receive from being placed within a newscast may also be transferred to the advertiser's commercial messages as well as the product being featured, thus, enhancing the overall credibility of the advertiser's IMC campaign.

According to Marketer's Guide to Media, in 1994 over 10 billion dollars were spent on broadcast television advertising. Concurrently, television commercials are getting shorter. Therefore, advertisers are continuously trying to find more effective ways to break through the clutter. One way to accomplish this is through the use of VNAs. Audience members, for the most part, pay more attention to news programming than commercial messages. Through the use of VNAs, advertisers can capture the attention of viewers and by being within a newscast, enhance credibility, and by changing channels during the commercials, is reduced.

As discussed in Chapter 2, VNAs which have stories that are low in complexity and highly appealing usually can increase audience understanding of the message. The VNAs, whether or not they are edited by the television station's news department, appear to be station-produced and, as such, retain the attention of the audience. Since according to previously conducted research, (see Chapter 2) attention is a better predictor of knowledge than exposure the name of the product, product features, relationship of the product to its competitors, and an organization's position in an

area, for example, can be more effectively tested through the news than similar television commercial advertising.

Finally, VNRs have the advantage of being more cost effective than similar television commercial strategies. The advertiser does not have to pay for advertising time, as it is the news organization's decision to use some or all of the VNR during the newscast. In 1993, the cost of a single thirty-second spot on prime-time network television was about \$100,000. Thirty-second commercials placed during highly rated prime-time programs may cost upwards to \$400,000 and similar spots placed during the Superbowl cost \$1.2 million. Video news releases cost no advertising, depending on the complexity of the VNR, about \$15,000 to \$25,000 for production, \$4,000 for distribution, and \$750 to \$1400 for station rebroadcasts.

Advertisers not only save money by producing and distributing VNRs, but also have an attentive audience which views VNRs unlike commercials as being more credible than similar television commercial advertisements. Through the use of VNRs, advertisers can heighten the possibility that viewer knowledge about their products, product features, and relationship to competitors will be increased. Thus, VNRs augment and increase the effectiveness of IMC campaigns.

Common Elements of VNRs

Regardless of whether a VNR is part of a preplanned public strategy or an immediate response to an unplanned event, it has to catch the attention of the television station's news department personnel.

The VNR must be newsworthy. If it does not contain any newsworthy elements, the VNR will not be used. All of the VNRs reviewed on Metlakatla's Top Ten Lists for 1988 to 1993 (see Appendix D) seemed to contain a news hook. The only VNRs available for actual examination were nine of the 1993 Top Ten and all of the 1995 Top Ten (see Appendix E). The results of the content analysis of these VNRs are discussed later in this chapter.

News hooks are defined as "the aspect of a news event . . . that makes it newsworthy, the angle of the story on which the lead will be based."¹ For example, the number one VNR in 1993 made a striking statement of \$1.2 million, was the Star-Kist Dolphin sale was about the arrival of Star-Kist's first 5,000 cases of dolphin-side tuna. "There is environmental news, consumer news, and business news, but everyone started to talk about a dolphin in your tuna. It was huge; it was everywhere. Everyone carried the story," said a Metlakatla staff member. "The year [1993] our Hippie had been the World Wrestling Federation with the Times Square match-off. We all make our heads-bumping as they, but the WWF has a huge following. It is

¹ Brownell, E. J. & Holgers, J. P. (1992). *Writing and Reporting Broadcast News*, p. 17. New York: Macmillan Publishing Co.

everywhere in the U.S.” The VNR about Westfarms XI was number one with an audience of 56.2 million on Metacritic’s 1997 Top Ten List.

By including a newsworthy element, VNRs can even be about the television commercials they are supposed to support. For example, if a television commercial is advanced technically or has a famous spokesperson, then a newsworthy VNR can be produced. Prior to major events, especially sports-related events, VNRs about the commercial line-up are produced and distributed. There are two reasons for this—first, because of the impact and reach of the event and second, because of the intense cost, the commercials tend to be unusually newsworthy. For example, during Super Bowl XXXI, 1997, Super Times producer Anne Richards and former New York governor Mario Cuomo, were featured in Goats Tackle chip advertising. The ads were packaged into a VNR. Besides being newsworthy as a Super Bowl commercial, the ads were newsworthy “because a new coach in unusual playing and such an interesting way to do a commercial,” said a Metacritic representative.

Video news releases must include visually appealing video (as defined in Chapter 3). Television is a visual medium and to gain through television stations’ news department gates, the VNR must have emotionally-charged audio-visual elements. If the VNR does not have video that news departments can use then the VNR will most likely be rejected.

Thus, to be considered by television stations’ news departments, VNRs must be newsworthy, hold the attention of news department personnel, and have visually

appealing video. Currently, according to Mediatech representatives, news departments want VNRs about medical, consumer, women's health, children, or technological topics. The news hook must also be relevant and of interest to viewers and as much as human interest angle should be included if possible.

Whether all of any part of the VNR is used, Mediatech encourages stations to balance stories. "Obviously clients are coming from one side of the issue. It is the station's responsibility to balance it and to check sources," added a Mediatech representative. The station should know the provider of the video is the advertiser as indicated on the video player at the beginning of the VNR and on all of the written information.

While VNRs may be international, national, regional, or local stories, 90 percent of the VNRs distributed by Mediatech are national. If an advertiser wants a solely local approach, it is more likely that the advertiser will produce the VNR through its internal PR department and distribute the VNR on videotape. However if a client requests it, Mediatech will distribute VNRs on videotape, but the majority of the organization's business in VNR distribution was made up and as such the VNRs must appeal to audiences around the country.

Of the 40 VNRs included in Mediatech's Top Ten Lists from 1994 to 1995, 40 had national appeal (see Table 4-1). Of the remaining VNRs, two were international stories and one VNR was a regional story about a Little League baseball team overcoming extreme disaster.

Regional stories without a national focus will not be coded by as many television stations' news departments as those VNRs that have a national focus. However, while viewers can be measured by exposure, it must also be measured geographically. If the information is only targeting specific regions, then viewers is defined not only as being the number seen VNR for 1992, but the exposure generated in the targeted region. For example COMBAT produced a VNR about the risks for the world's largest youth and most imaginatively clad youth contest. According to McDonald's employees, COMBAT representatives were very pleased with the success of the VNR.

The researcher identified the names, types, and uses of these organizations that had multiple VNR listings on Medabiz's Top Ten Lists from 1988 to 1995. Disney had the most with six and Pepsi was second with four VNRs. McDonald's, Neilson Media, and Time Warner had three listings each. The remaining companies were listed on Medabiz's Top Ten Lists one or two times. Both Disney and McDonald's listings included national and international stories. For example, a VNR about the first Disney Film Festival in the Soviet Union reached 80% with 34.7 million viewers in 1988. McDonald's had a VNR about the company's first restaurant in the Soviet Union. The VNR reached sixth in 1990 with 21.7 million viewers.

The VNRs listed on Medabiz's Top Ten Lists were analyzed for product mentions. Of the 80, 43 contained some type of product placement. Out of those that had some type of product mention only five contained negative information about the product featured in the VNR. Three of the negative VNRs were for product recalls,

one was about a protest against Prozac, and the last one was about communications produced by Pepsi during a springtime jumping event. In 1993, Pepsi wanted viewers to know that it was doing everything possible to protect consumers from finding syringes in Pepsi-Cola cans. Then Pepsi alerted the public that evidence had been discovered that syringes allegedly found were part of a sophisticated hoax.

An editor can use VNR content without restrictions, a story might be used in a negative light. However, "I haven't seen a story where a journalist has taken a good piece of news and tried to use it down. I don't think VNRs are story lines where the reporter says here are I do an investigative report on this. That's not usually what they're after," said a Mediaside research reference staff member.

Some VNRs, though, do have a negative impact. One instance is where there is an obvious negative use for the VNR by stations. For example, a 1999 VNR about O.J. Simpson's current value for use was distributed at the same time he was being tried for murder. Simpson had claimed in the trial that he had arthritis, which made it impossible for him to have committed such a crime.

A second negative that happens when a positive VNR may take on a negative focus because of different circumstances. One VNR which Mediaside distributed in 1994 promoted U.S. Air's new business class. The VNR was sent the afternoon a U.S. Air plane crashed in Pittsburgh. The VNR was used in which stations were reporting "U.S. Air had some good news for us today, but this is what happened," said

a Mediaset representative. While the VNR was used, the positive focus of the new business plan took on a negative twist because of the crash.

VNR Use and Tracking

News departments are using VNRs and every year Mediaset distributes an increasing number of VNRs. In 1994, Mediaset distributed about 3,000 VNRs, an increase of about 300 from the previous year. "There's an appetite out there for VNRs," said a Mediaset representative. A significant factor in the economic conditions affecting television news stations, as discussed in Chapter 1

As evidence for the steady increase in the number of VNRs distributed is that news departments have increased the daily number of hours of news. Stations have more time in 10 and thus an increased need for news stories. This increase in news programming is advantageous for advertisers as stations have a need for more VNRs and advertisers are likely to create different audiences viewing newscasts during different hours, such as morning, midday, early evening, or late evening.

The latest trend is for stations to repackage VNRs from the previous evening's newscasts for the early morning, 4:30, 5:00, or 5:30 a.m. news. "They take a VNR that might have aired on the 11:00 news and repackage it for the early morning breakfast stories," said a Mediaset staff member. "We have a lot of early morning usage now because they tend to be the newscasts that need more stories. Stations also need more feature stories to keep people's attention." While early morning usage

has increased in the last three years with the creation of early morning newscasts, the majority of VTRs are still used in the early and late evening news, according to a Mediaset representative.

The average reported usage is about 35 to 40 seconds used within a 90-second closed package. "The shortest spot I've ever seen has been two seconds. There are a lot of questions when you have a report coming back, but a station used two or three seconds for your video. You try to imagine what did they use, but Nielsen does stand by those ratings," said a Mediaset station relations staff member. Most of the stations that use VTRs with them, according to a Mediaset representative, because stations are trying to maintain their local identity. "The news departments want their audience to recognize their style. While it is up to the station's discretion to already use VTR footage that is used, most do not," said a Mediaset representative. "There is a station in Las Vegas and when I see their air checks, they always use 'provided by Mediaset.' That is the only station that I've seen do it consistently."

Mediaset recommends that advertisers send a 90-second VTR package with accompanying b-roll and sound bites. But that is not always possible, especially with unexpected press conferences. For example, if the press conference ends at 11:30 a.m. and the piece must be fed at 12:30 or 1:00 p.m., there may not be enough time to put a package together. In this scenario, only b-roll would be fed to stations.

A second option for advertisers is "Directcastly," a weekly, nationally syndicated television newsmagazine. The program has a typical newsmagazine format

with its anchor team and specialized reporters. "Newsweekley" is promoted as a video news journal of American business and air only about 15 minutes. The complete VNR package is used, and when there is no package, the reporters add 40 to 50 seconds of b-roll to make a story. In addition, part of the b-roll may be used as the intro. The VNRs are presented as news stories and are not identified except in the outro with the corporation's name. "Newsweekley" is just another means of getting around commercial advertising while still using television, a Medialink staff member remarked.

"The reason I love 'Newsweekley,'" said a Medialink representative, "is that I know that if a story is really hot then at least I can fall back on the newsmagazine. I know that clients will want to see stories on the reports rather than just a news story sitting that week. We use report to describe these stories and 'Newsweekley' and at least 400,000 people saw that story" (see Appendix C).

Medialink's Two Clients

Medialink is ultimately responsible to two clients. The first is the advertiser who pays Medialink for the company's services. The second client is the news organizations.

Advertisers

Advertisers want to have news placements and achieve their VNR objectives which may be sales, communications, product positioning, corporate imaging, or

product results. "I do a lot of work for MCI and their goal is obvious—they want more people to use their service. MCI is using VNRs to position itself in the market as your multi-service communications company. That is the way they choose to use VNRs, whereas AT&T uses their communications department to push their image of being the provider of long distance," a Mediaset representative said.

Other advertisers, while they might receive national coverage, are primarily interested in reaching specific regional areas. For example, COMBAT Beach Control System's VNR was distributed nationally and made Mediaset's Top Ten VNR list for 1990. However, the company, while pleased with national exposure, had the states where it wanted to increase sales. Their VNR emphasized current advertising requests for their market in those states, according to a Mediaset representative.

Non-profit organizations reach goals through VNR usage. With their VNRs for Third Day, an event held by the American Red Cross and attended by President Bill Clinton, Elizabeth Dole, and actress Linda Carter, the not-for-profit organization saw an increase in the number of volunteers. The VNRs were used to segment public service announcements (PSAs) rather than commercial advertising. By using VNRs, Habitat for Humanity achieved national media recognition and widespread for the Great California project where they built ten homes in Los Angeles in three days.

The Consumer Protection Safety Commission (CPSC) has included in their requirements that television be used when products are recalled, thus, VNRs may be produced. Two such VNRs made the Mediaset's 1990 top ten list. One was for a

COCAI toddler bed that was recalled because children were getting caught in the slats and the order was for the recall of the cradle portion of Cooseta-Cradle by Grace Children's Products, Inc.

Success

Medialink's second client is the national, "We're really close to the national. We have to keep in our mind at all times that they are our clients. They're our customers," said a Medialink representative. Through phone calls, surveys, and reviewing current trends, Medialink's national relations staff try to understand what news departments need. Many of Medialink's employees have a news background. The objective is to find the medium between what the paying clients want to get on the network and what the stations can use.

Medialink promotes free and unrestricted use of VNNs to news organizations. With station budgets and staff cuts, an increase in news time to fill, an increase in media competition, and the availability of broadcast technology, VNNs are the alternative to sending reporters and crews to cover certain stories. Since the networks are weakening in their control over the local affiliates,⁵ the affiliates can collect other sources of news such as regional news networks and VNNs. With such sources,

⁵Olson, A. R. (1992). *Localism reconsidered: The changing relationships between the use of VNN technology and a television station's local news*. Unpublished master's thesis, University of Florida, Gainesville, FL.

stations can stretch their look and feel, thus, making them more competitive for viewers and advertising dollars. "From the station standpoint the use of videotape subjects are medical, consumer, women's health, children, and technology," said a Mediasink staff member. Since VNRs are distributed free to news departments, VNRs are one way in which stations can increase their competitiveness without spending dollars from their budget.

Content Analysis of VNRs

The researcher analyzed the content of VNRs, distributed March 4 to March 26, 1996, by Mediasink which were aired on local Miami newscasts on Channel 5 WTOX-CBS, Channel 4 WTVJ-NBC, Channel 7 WSVN-Fox, and Channel 10 WPLG-NBC. All local newscasts on the stations were searched for the distributed VNRs by Broadcast Quality employees with computers. The search period was one week for each VNR. The week period began on the date the VNR was distributed according to Mediasink VNR Databooks. The newscasts in which VNRs were aired are listed in Appendix II. In addition, the researcher analyzed the content of a group of 76 VNRs distributed from 1993 to 1996 by Mediasink. Nineteen of the VNRs were included on Mediasink's annual Top Ten List.

A total of 181 VNRs were distributed by Mediasink during the research period. Twenty-five different VNRs were used by one or more of the four Miami television stations for a total of 85 airings (see Appendix I). Of these aired, all were aired and

about three-fourths of the actual news package contained footage from the VNR package or b-roll. Generally, the anchor or reporter would introduce the story, the station would go to video, and then return to the anchor or reporter for another comment. This gave the stories a local look and feel.

Table 4-2 provides a listing of the newscasts in which the VNRs were used. As can be seen the early evening newscasts were the most common location. Nine VNRs were used on "Dance Drive," a local entertainment news program, aired from 7-10 to 3:30.

VNR usage was also analyzed individually for each station (see Table 4-3 & Table 4-4). Channel 4, which has six weekday newscasts, used the most VNRs. All of the VNRs were used during the weekday newscasts with none being used on the weekend. Channel 6, which has eight weekday newscasts, was second with 22 VNRs. One was used during a Saturday newscast and the rest were used during the weekday ones. Channel 7, which has the most weekday scheduled newscasts, 15, used only 17 VNRs. Three VNRs were used during weekend newscasts and the remaining VNRs were used during the weekday newscasts. "Dance Drive" was called separately. Nine VNRs were used during the local news entertainment show. Channel 10, which has six weekday newscasts, used a total of 21 VNRs during these newscasts. Of all the VNRs aired, 85 percent were used during the weekday newscasts.

Table 4-2

Yield Change by Scenario

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8 00-	7 00-	1 00-	12 30	5 30	6 00	6 30	7 00	7 30	11 00	11 30	
(9)	(2)	(11)	(8)	(14)	(7)	(8)	(2)	(8)	(7)	(8)	

Table 4-4
Percentage of CSRs Awarded on Specific Days

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Of the 34 different VNRs which were aired on the four Asian nations, all but two had a national focus. Two had an international focus: a VNR about a China-Taiwan match¹¹ (March 17 Mediatech Database) and Michael Jackson's announcement of a new joint business venture with JORJ Prince Abacha of Saudi Arabia (March 19 Mediatech Database).

All of the VNRs coded had high to moderate visual quality (as defined in Chapter II) and were moderate to low in story complexity. One example, of a VNR with high visual quality and low story complexity was a story of model Anna Nicole Smith's never-before-seen nude photos published in *Playboy* (March 4 Mediatech Database). Photos (removed) of Smith along with rules promoted the April edition of the magazine. "Dances II" is another example of high visual quality with a simple low in complexity (March 4 Mediatech Database). The video takes a player through a sampling of "Dances II," a high-tech computer game, and the audio discusses why the game is fun and challenging. Video news releases about the literary best video with moderate visual quality and subject matter moderate in complexity. The video shows dogs pulling sleds and the reader either riding on the sled or running behind. The read-over talk centers heavily about the history of the "man for life" and the current standings for 1994 (March 4 Mediatech Database).

The VNRs' subject matter included entertainment news, consumer news, health information, technological information, or sports news. Only two VNRs did not fit within these categories. One was coded as being an accident. During a world

small motorcycle jump attempt, stunt driver Keith Leezell attempted a ramp-to-ramp loop-over the 38-foot Cass-Meyers Bridge. Because of high winds, he missed the landing ramp, crashed, and died (March 11 Mediaside Dispatch). The second "infamous" VNR, "Tarmac: The Road to Democracy," was about tensions between China and Taiwan which described the historical relationship behind the crisis. The VNR was copied to international.

Stations aired VNRs during specified new segments. For example, a VNR about Food and Drug Administration (FDA) approval of Tamiflu Right Hand Surgery (March 8 Mediaside Dispatch) was aired during "Eye on Health" on Channel 10. Michael Jackson's announcement of a joint business venture with Prince Abasiel of South Africa was aired during the entertainment news segments on Channels 4, 5, and 7 and during "Eye on People" on Channel 18.

Two of the 39 VNRs on the comments included interviews with consumers or experts. A VNR about house-hunting on the World Wide Web had interviews with potential consumers (March 3 Mediaside Dispatch). "Sparking a Revolution," a VNR about technology enabling a car to become an emergency generator for the home, used interviews with experts explaining the technological aspects in simplistic terms, and with satisfied consumers (March 3 Mediaside Dispatch). Most of the VNRs showed a user enjoying the product or applying the information or product featured in the VNR. For example, the results of new cholesterol-lowering research by American College of Cardiology reaffirmed the

clinical benefits of lowering cholesterol in people with coronary heart disease (CHD). The VNR's narrative described the research while the video showed appropriate food, consumers enjoying the food, or having fun exercising. (March 26 Medialink Daybook)

Some of the VNRs supported DTC campaigns. One VNR told of Austria's "Explore America Fast" a non-commercial awareness program. (March 4 Medialink Daybook) Another VNR told of a new commercial campaign, *Aspen Against "Over the Dune,"* featuring scenes of the iconic expert skier frantically jumping from a helicopter, rappelling head-first over a cliff, "sky diving" behind an airplane, and celebrating over desert rangers. The VNR included footage of the commercial. (March 11 Medialink Daybook)

Perhaps, the most interesting use of a VNR as part of an DTC campaign was by Taco Bell. The company "announced" that due to the federal debt, the company had purchased the Liberty Bell and renamed it the Taco Liberty Bell. The Bell would be moved to Taco Bell headquarters for display. Taco Bell made this announcement in full-page ads purchased in eight large newspapers, such as the *Washington Post*, and *The New York Times*. The announcement was a pseudo-event designed as an April Fool's joke. (March 28 Medialink Daybook) Seven of the eight billion airings were on April 1, and the other on April 2. The pseudo-event caused further discussion on each of the four Miami stations, one station described the announcement "a very clever marketing strategy."

The group of 26 VNRs distributed by Medialink, 1991 to 1996, were of similar subject matter as aired on the four major stations. The VNRs had a national focus and were about entertainment news, consumer news, health-related projects, product-related information, special events, or technology. Examination of VNRs from 1991 to 1996 found evidence that the VNRs are becoming more product-oriented. This seems to indicate a trend away from the more traditional use of VNRs as strictly public relations tools. Advertisers are using VNRs as their EAC campaign strategy and this is being reflected in VNR subject matter. The later VNRs were rated higher in visual quality and lower in story complexity. For example, the top three VNRs of 1993 were about Pepsi Product Tampering, Fusion Energy Research, and Time-Warner/U S West Information Superhighway Ventures. All were coded as being low to moderate in visual quality and moderate to high in story complexity. In 1995, the top three VNRs were about the Denver 1995 Super Bowl Commercial, the Taco Bell Shogun O'Staci Commercial, and the Kentucky Kung vs. Kung Commercial. All were coded as being high in visual quality and low in story complexity.

Based upon the results of (1) the content analysis of national VNRs, specifically those VNRs distributed by Medialink, March 4 to March 29, 1996, which were aired on at least one of the local newscasts of four major English-language television stations, (2) the content analysis of a group of 26 VNRs distributed by Medialink from 1991 to 1996, (3) the content analysis of the data from Medialink's Top Ten List for 1994 to 1995, and (4) personal interviews with VNR sources

material producers and distributors, the researcher designed to answer the research questions. The two research questions include (1) what are the subject matter and content elements of successful VNRA, those which pass through television stations' news department gates? and (2) how do news material producers discover what VNRA subject matter and content news elements have the best opportunity to be used by news departments? Chapter 4 provided the results of the research. Chapter 5 will address the answers to the research questions and present the conclusions of the study.

CHAPTER 3

SUMMARY AND CONCLUSIONS

In Chapter 4 the researcher presented the results from (1) the content analysis of successful video news releases (VNRs), specifically those VNRs distributed by Mediaset, March 4 to March 28, 1996, cited as at least one of the local newscasts of four Maori English language television stations, (2) the content analysis of a group of 76 VNRs distributed by Mediaset from 1990 to 1996, (3) the content analysis of the data from Mediaset's Top Ten Lists, 1988 to 1995, and (4) personal interviews with VNR source material producers and distributors. The resulting data provided a foundation for determining the answers to the two research questions: (1) what are the subject matter and content elements of successful VNRs, those which pass through relevant national news departments gate? and (2) how do source material producers discover what VNR subject matter and content news elements have the best opportunity to be used by news departments? This chapter provides the answers to the research questions and presents the conclusions of this study.

Summary

Video news releases are produced by outside firms, known as source material producers, and distributed to news organizations via mail, courier, or by satellite feed. News departments are alerted to upcoming VNRs through word of computer services, faxes, and phone calls. Regardless of how news organizations receive VNRs, it is up to the news department to decide how to use them. The annual number of VNRs produced and used has increased since the mid-1980s when approximately 500 VNRs were produced.¹ Currently the number of VNRs produced is about 1,000 and this number is expected to increase.²

Video news releases can be successful integrated marketing communication (IMC) tools. First, VNRs are more cost efficient than comparable commercials. Advertisers can create a news story from their message and distribute it to news organizations rather than having to spend thousands of dollars producing and buying television commercial time. In 1993, the total cost for a single thirty second prime-time network television commercial averaged \$71,000.³ The production cost for a comparable VNR ranged from approximately \$1,000 to \$15,000 with distribution

¹Bowling, G. (1993, June 6). Newport PR firm takes validity to new heights publicly. Pearl Plunk's Productions uses video news releases to get stories TV coverage. *Los Angeles Times*, Orange County Edition, p. D1.

²Quinn, A. (1995, June). [Interview with a Mediatech representative].

³Rubel, C. (1994, March). Some cable super spots now put a nervous. *Marketing News*, p. 12.

costs averaging \$6,500.¹ Thus, it cost at least \$45,000 last to produce and distribute a VNR, due to produce a similar television commercial and purchase network time.

Second, networks lend VNRs the credibility that regular television commercials simply may not have. Viewers have become skeptical and are aware that a primary purpose of television commercial messages is to sell products, services, or ideas. Value news releases not identified during the newcast are used as more credible than similarly structured television commercials.² The VNR has been increasingly approved by the news media. Such positioning may get advertisers key product placements. "By producing a VNR relating to an ad campaign or a new trend, [the] product can be featured impressively as the 'new, hot, biggest' thing without looking like a commercial ploy."³ Value news releases can also show the advertiser as the authority on a certain topic, industry, or issue, as well as defining the advertiser's position on a controversial topic. Since VNRs appear as if the news organization produced the package, viewers may not be able to distinguish between VNRs and station-produced stories. The credibility may be transferred to the brand or company

¹ Owen, A. (1993, June). [Interview with a Mediaset representative]. *Broadcast* 21. Orr, G. (1994, March 22). *Public Relations Quarterly*, 22(3), p. 22. Available in LEADS, News Library.

² Owen, A. & Kline, J. A. (1994, August). Do they believe it when they see it? Value news release effects on viewers' recall and attitudes. Paper presented at the Association for Education in Journalism and Mass Communication, Atlanta, GA.

³ A Register's guide to VNRs. (1993, December). *Public Relations Journal*. Available in LEADS, News Library.

disseminated in the "KOR" which not only increases brand equity but also promotes and supports an E&C campaign. Brand equity is the worth of the brand to the advertiser and the consumer.¹ Products having strong brand equities have increased sales, increased competitive protection, and an increased value among other benefits.²

Third, as described in Chapter 1, viewers tend to pay more attention to newscasts than to commercials, allowing advertisers to cut through commercial clutter. Attention is a better predictor of knowledge than exposure.³ Broadcast television attracts the second largest volume of national advertising with over \$18.8 billion being spent in 1994.⁴ Since broadcast television is limited by time constraints—seconds cannot be added in the same manner as pages can in the print media—advertisers have been trying to find ways to break through the clutter and get their products in the forefront of viewers' minds. While advertisers want to expose viewers to their commercial message, the message will fail if viewers lack of knowledge about the name of the product, product benefits, or the relationship of the product to

¹Owen & Khan.

²Baron, C. L., Dahl, J. V., Boral, G. F., & Wood. (1991). *Advertising excellence* (p. 12-13). New York: McGraw Hill.

³Adler, D. A. (1990). *Measuring brand equity* (3.8-20). New York: Free Press.

⁴McLure, J. M. & McDonald, D. G. (1995, January). Beyond simple exposure: Media orientations and their impact on political processes. *Communication Research* 22, 8-34.

⁵Marketing's Guide to Media. LB11. (1994, Spring/Summer). New York: ADPULSE, L.P.

its competitors is not limited). To accomplish this, some advertisers have brought *effort saved commercials* placed at the beginning and end of motion blocks. The concept is that the audience will remember the first and last message viewed. The tactic, however, does not decrease advertising clutter, in fact, clutter is increased since the total number of individual spots is increased. Thus, advertisers have been looking to alternative ways to break through the clutter and gain viewers' attention.

Value added releases are an alternative. While the VNR may be edited by the news department, advertisers can still create high gross impressions, while retaining viewers' attention. In this case, gross impressions can be defined as the sum of all possible target audience exposures to a VNR. Viewers are paying attention to the newscast and embedded within the program are VNRs which appear to be studio-produced packages. By producing and distributing VNRs, advertisers not only save money, but have an audience which is attentive, and which considers news as more relevant to be more credible than advertisements. By using VNRs, advertisers increase their opportunity to raise viewer knowledge about their products.

The most extensively viewed VNRs, as calculated by Mediaset's internal monitoring group, are placed on Mediaset's annual Top Ten List. As described in Chapter 3, Mediaset combines the data derived from A/C Nielsen's Signa-scoring services with additional research insights to determine the annual results. Additional research verification by Mediaset includes on-line database searches of TV newscast transcripts, video clipping services, and telephone verifications. According to Loewen

Mediaset, president of Mediaset, "More than half of all Americans saw the top VNR on their local newscasts. That is more than the total circulation of the nation's most widely read daily newspapers."¹² The VNRs are distributed by Mediaset at no charge to news departments throughout the United States. The VNRs are not necessarily produced by Mediaset which opened its own production department in January 1993. Mediaset has also created a World Wide Web home page as a location for the media and clients to obtain more information about the organization and VNRs.

Mediaset is establishing staff internationally. The organization has had a London office for about five years and has affiliates in Asia, Australia, and South Africa. "We have just established that we can go anywhere in the world through VNRs," said a Mediaset representative. European television previously was not a focal point for Mediaset, but more recently VNR usage has increased. "We see this as a good sign because there's going to be an international communications system between the Internet and television and people are going to be able to communicate like they never have before," said a Mediaset staff member. While the environment will be competitive, there will continue to be more opportunities for the production, distribution and usage of VNRs.

¹²Of Simpson's average video sales highest in Mediaset's top ten VNRs the 1992 (1993 February 5) *Chicago News*. Available in UCRRL Media Library

Conclusions

The objectives of this study were to determine (1) the subject matter and content elements of successful VNRs, those which pass through television stations' news department gates, and (2) the methods source material producers use to discover what VNR subject matter and content news elements have the best opportunity to be used by news departments. Based upon the information and findings presented in Chapters One through Four, the discussion will be divided into two sections, as answer to research questions and topics for further research.

Research Questions

What is the subject matter and content elements of successful VNRs, those which pass through television stations' news department gates? How do source material producers discover what VNR subject matter and content news elements have the best opportunity to be used by news departments?

To pass through television stations' news department gates, VNRs must, first, have video with high to excellent visual-quality (see Chapters Two and Three). A video message can be more compelling than print and may have more credibility because audiences can actually see the video themselves.¹² All of the 34 different VNRs used in newscasts on the four Miami local television stations had moderately to

¹²Televisions vs. other media. (1991, Sept. 23). *The Power of Spot TV*. In supplement to *Advertising Age*, pp. 1-123, TV Week 1990-91. (1991). New York: Television Bureau of Advertising (p. 3).

highly visually appealing video. The video appeared interesting, contained dramatic values, and seemed as if it would catch the attention of news department personnel as well as several viewers.

Second, VNRs must contain some type of newsworthy subject matter (see Chapter 2). The VNRs which were aired had a news hook and were about entertainment news, consumer news, health-related information, technological news, and sports news. The VNRs included announcements of new medical findings, travel programs, product recalls, and technological advances. All of the VNRs were coded as being moderate to low in story complexity. As the complexity of the story is increased, audience comprehension and recall decline. Conversely, as the complexity of the story is decreased, positive evaluations such as accuracy, fairness, value, and understandability increase.¹⁴ A successful VNR should, therefore, be "low in [story] complexity, but high in visual and dramatic values."¹⁵

None of the VNRs were aired in their entirety. About three-fourths of the news stories included video which came from the VNR and all included some type of video cut by the reporter as needed. The commentators published reports which indicate some VNRs are aired without editing (see Chapter 1).

¹⁴Marini, L. L. (1987). How anchors, reporters and newsmasters affect recall and evaluation of stories. *Journalism Quarterly*, 63(2-3), 514-519 & 592.

¹⁵Davis, W. B. & Lee, J. S. (1991). Sex, violence, and consciousness/differentiation: An analysis of local TV news editors. *Journalism & Mass Communication Quarterly*, 72(1), 135.

Third, the VNR should keep the viewer watching the newsmen. If the VNR is not perceived to be of interest to audiences then it will be rejected. To generate interest of news departments and audiences throughout the United States, the VNR must have a story angle that can be distributed nationally. Most widely-reported VNRs tend to be produced by national companies, such as Disney, Pepsi, and McDonald's. All but two of the VNRs which aired on the four March newscasts were of a national focus and could have been aired anywhere in the U.S. The two other VNRs had an international focus.

To determine what VNR subject matter and common news elements have the best opportunity to be used by news departments, source material producers are in contact with news professionals. In addition, they stay on top of current trends by reading trade magazines, and attending professional conventions and conferences. Television stations' news departments are contacted and asked about current needs and station needs. In addition, news department personnel are asked about VNRs that were used and ones that were not. This is done to determine why some VNRs are used and others are not.

According to Medabank representatives, the latest trend by news departments is to schedule VNRs used during the late evening newscasts for airing in the early morning news. The data gathered is flawed by the researcher, however, did not reflect this perceived trend. The majority of VNRs were used during the early evening newscasts and seemed to be used again during the late evening news. This usage is

significant because it confirms in the Miami market that VNRs must be used at times for news departments to still them for the early evening newscasts.

Mediastatic representatives identify two different types of clients. The first client is the paying advertiser which wants to segment its EMC campaigns, respond with crisis communications, or focus on the company's position on a controversial topic. The second client is the television station's news department. With photo-ops, surveys, and reviews of current trends, source material producers try to understand what news departments want. Congruence between the advertiser's objectives and the station's needs is required if the VNR is to be placed in the newscast.

Suggestions for Further Research

Video news releases promise to continue to be an important hybrid communications message as advertisers search for tools to break through the clutter of commercial advertising and to add credibility to their products. Television stations will continue to use VNRs as the news hole grows and economic conditions affect current budget and news department staff (see Chapter 1). As this study showed, a congruence must be reached between advertisers' EMC objectives and news department needs.

The subject matter and common elements of successful VNRs should be reviewed regularly because audience needs change. The methods source material

producers write determine what VNR subject matter and common sense elements should also be reviewed upon.

One VNR-type hybrid communication message with video has been placed on the Internet. Computer users' response to this type of VNR may be very different from the television viewing audience. The credibility of VNRs placed on the Internet should be studied as well as the credibility transferred to companies and products by the Internet VNR. The methods source material producers determine what subject matter and common sense elements should be included in these Internet VNRs is worth review. The ways advertisers are using this new technology to get through an already cluttered media environment should be studied in addition to the legal ramifications and policy issues of such Internet use. There are just a few of the social, policy, and psychological questions that these new VNR-type hybrid communication messages raise.

Additionally, research about the international use of VNRs should be moved. According to MediaLink representatives, VNRs are becoming more popular and more widely used overseas. The use of VNRs overseas should be studied to determine what subject matter and common elements must be included in VNRs distributed internationally so that they may pass through the country's "screening institutions' gates. In addition, the methods source material producers use to determine what VNR subject matter and common sense elements should be included in internationally distributed VNRs is worth review.

Video news releases will continue to be of importance to both advertisers and news organizations. Advertisers must find additional communication methods to break through existing advertising commercial clutter and television station news departments must find ways to compete effectively with a growing news hole. Video news releases are a solution to both problems. Advertisers can effectively cut through the clutter and reach target audiences. The news environment lends credibility while the advertiser's commercial message is hidden from viewers in a news package. News departments can attract viewers with a newsworthy story which has visually appealing value as an auxiliary tool to the station. Thus, the television station can increase viewership and attract additional advertising dollars. Video news releases must meet the needs of both advertisers and television stations' news departments. Because of the rivalry of clients, source material production must satisfy the wants of advertisers and the needs of news departments to reach the goals of both.

APPENDIX A
MEDALINE DAYBOOK

Friday, March 4, to Friday, March 23, 1996

Medalini Daybook—Monday, March 5, 1996

1. Advances in international radiology (B-114)
New hope in the fight against lung cancer. "Virtual" medicine becomes a reality and the recent subject behind Major League players' throwing hand woes.
2. Anna Nicole Smith is never-before-seen video.
Photos featured in April edition of *Playboy* . . . here somewhat Thursday, March 8, 1996
3. Behind the Masked—"The Last Great Race on Earth."
The epic "race for life" got its start in 1911 when 20 volunteer men embarked their lives to polar expeditions from Anchorage to Nome, helping to stop a deadly diphtheria epidemic.
4. Mysteries of the open ocean revealed . . . one of the largest habitats on earth: a million gallon subterranean at the outer edge galleries.

Mediabank Dispatch—Tuesday, March 3, 1998

1. **Second Coming Productions Presents—exclusive interviews with the Beatles on "Real Love"** . . . single release Monday, March 4, 1998.
Exclusive interviews with McCartney, Harrison and Starr talking about the experience of being back "in the studio" with the late John Lennon and recording their latest single, "Real Love" . . . features footage from Beatles recording sessions for "Two Of A Kind" and "Real Love."
2. **Major broadband alliance to be announced—partnership to jointly develop online/Internet services and technology**
3. **Does the Internet hold the "key" to your new address?** Thousands are discovering there *is* a new home while house-hunting on the World Wide Web.
State-of-the-art system offers more than 40,000 listings across the country . . . popular website recently recorded over 100,000 hits in one month!
4. **"Spoking a Revolution"**—Radical new technology enables your car's engine to power up entire household . . . with water as fuel?
During blackouts and other power outages, your car becomes a powerful energy/power generator for your home . . . produces tons of the sounds of nature!
5. **General Electric and Harris Corporation developing train collision avoidance system**
6. **Junior picks another one!** . . . superstar Ken Griffey, Jr. has headed him to the playoffs representing in his new video game, "Ken Griffey, Jr.'s Winning Run." Revolutionary new video game is first to employ cutting-edge Advanced Computer Modeling (ACM) technology

Inteltek (Daytona, Wednesday, March 6, 1996)

- 1 "Trendy Tissues"—the ultimate spring fashion accessory meets a "colorful" innovation.
Celebrities and supermodels take the "color story" beyond fashion to beauty.
- 2 Air Quality puts the international spotlight at the 1996 Olympic Games in Atlanta
... natural gas vehicles to help athletes and visitors breathe easier at this year's games.
American Gas Association to provide natural gas vehicles for the 1996 Olympic Games—becomes first trade association to become an official sponsor.
- 3 "Descent II" takes interplanetary adventures to the next level! ... multi-platform launch expands the "Descent" world for a new generation of thrill-seekers.
- 4 Road strips join chlorine strip in the fight against stuffy noses and the common cold.
FDA approves Bumble Bitch nasal strips to be marketed as treatment for nasal congestion.
- 5 Junior picks another one! ... superstar Ken Griffey, Jr. (aka baseball has reinv the player's experience in his new video game, "Ken Griffey Jr.'s Winning Run." Revolutionary new video game is first to employ cutting-edge Advanced Computer Modeling (ACM) technology.

Medicalbook Download: Thursday, March 5, 1998

1. Double benefit for flu in west: evidence links the latest disease and bird deaths
2. Preparing our children for tomorrow's high-tech world.
How engineering curriculum teaches students how to go from the drawing board to the "real world" "
3. Advances in interventional radiology: (b-well)
New hope in the fight against lung cancer, "Virtual" medicine becomes a reality, and the worst culprit behind fatigue: League pitchers' throwing hand weak

Minneapolis Dispatch-Globe, March 8, 1925

- 1 "It's a whole new ball game"—After spectators Steve Young and Jerry Rice use a new formula to tackle the future of football
Football gets a new look for the 21st century . . . and "the game will never be the same."
- 2 Behind the Minnichi—"The Last Great Race on Earth."
Two-time Olympic winner Martin Bevan delivers precious cargo in this year's race. The epic "race for life" got its start in 1925, when 28 volunteer men risked their lives to relay a life-saving serum from Anchorage to Nome, helping to stop a deadly diphtheria epidemic.
- 3 The Arctic "Explores America First": "Go Where You Wanna Go . . . Do What You Wanna Do . . ." (Small interview)
- 4 Helping Oklahoma, housing victims and creating low-income housing are just a couple of the services offered by the Volunteers of America as they celebrate 100 years of service.
- 5 "Exploring America"—an exciting and cost-conscious new travel program explores America's hidden treasures.
"Arctic Explorer America First" covers lots of ground for travelers on a budget.

Medford, Oregon: Monday, March 21, 1994

1. Andre Agassi "Does the Dew"

New commercial features outstanding scenes of the tennis superstar hanging (jumping) from a helicopter, rappelling head-first over a cliff, "sky diving" behind an airplane and an orbiting over Andre's backyard

2. "It's a whole new ball game"—five superstar Steve Young and Jerry Rice use a new strategy to tackle the future of football.

Football gets a new look for the 21st century . . . and "the game will never be the same"

3. During world record motorcycle jump attempt!

Seven driver Bruce Langwell attempts an amazing ramp-to-ramp leap over the 30-foot, Dana Skywalk Bridge

4. The Atomic "Explosion America First" . . . "Go Where You Wanna Go . . . Do What You Wanna Do . . ." (a-tell interview)

5. Worthington: Science Talent Search winners.

The top-40 high school students in the country gather in Washington, D.C., this week for the 54th Worthington Science Talent Search. Interviews with the top winners and footage from the event and awards banquet

Metrolink Daybook—Tuesday, March 12, 1996

1. Westinghouse Science Talent Search winners.

The top 40 high school students in the country gather in Washington, D.C., this week for the 15th Westinghouse Science Talent Search. Inaugurated with the top winners and footage from the event and awards banquet.

2. Timely financial advice from the experts on easy tax filing, small business efficiency and home legal solutions.

The power of personal computing offers significant financial benefits for American companies and small business owners.

3. Search preview—cyberspace—compares numerous sites for safer surfing on the Internet.

4. Mutual race alert.

Epac 1150-mile race comes to a thrilling end as the five leading mothers make a fierce rush to the finish line. Two-time Mutual website delivers childhood recipes as commemoration of the original "race for life."

5. Helping Oklahoma housing victims and creating low-income housing are just a couple of the services offered by the Volunteers of America as they celebrate 100 years of service.

Washpost (Dortch) / Washington, March 13, 1994

1. Governor and Mrs. Lawton Chiles help bring the great taste of Florida citrus to dinner tables across the country.
2. "100 years of Olympic technology" : the information revolution comes of age at the 1996 summer Olympic Games
3. Breakthrough in shareholder communications to be announced
4. "Travelocity"--the most powerful travel site on the Net?

Medalist Daybook—Thursday, March 14, 1996

1. New software introduces the next chapter in electronic publishing technology.
2. "Travelocity"—new mega-site delivers "world" of information.
The most powerful travel site on the Net features more than 100,000 pages of travel destinations and takes the guesswork out of planning trips around the world.
3. Garth Brooks kicks off "world" tour in Atlanta.
4. "100 years of Olympic technology" — the information revolution comes of age at the 1996 summer Olympic Games.
5. Clinton administration teams up with the U.S. Women's Soccer Team for anti-smoking strategy aimed at young women.

Mediacrit Dailybooks Friday, March 15, 1996

1. General Mills' employees get a special sneak peek at the Betty Crocker 75th Anniversary Portrait
Betty Crocker 75th Anniversary Portrait to be unveiled to the public on Tuesday, March 18
2. "Timeline: The Road to Democracy"—another five-part series examines the current China Taiwan standoff and the historical relationships behind the crisis
3. French Polynesia fighting economic crisis caused by French nuclear tests.
4. What do you get when you cross Death Decoder with XBOX? ... "Twins—The Elusive Robot" ...many more's recent rating card
5. Under Siege! Environmental dangers threaten America's national parks
6. FDA grants marketing clearance for Crixson, new protease inhibitor for HIV
March's AIDS medication review listens accelerated approval.com

Medieval Daybook—Monday, March 18, 1394

1. French Polymath lighting monstrous crimes caused by French nuclear war
2. "Exploring America"—an exciting and cost-conscious new travel program explores America's hidden treasures.
"America Explores America First" covers lots of ground for travelers on a budget.

Metacritic, *Daybook*, Tuesday, March 13, 1996

1. Michael Jackson to announce new post-Incubus venture with R&B Prince *Adriano* of *South Africa*.
2. General Mills unveils the Betty Crocker 75th Anniversary portrait. (The print goes to bed.)
75 women who most embody the spirit of Betty Crocker serve as inspiration for the new portrait.
3. Second Coming Productions presents—the Beatles Anthology Volume 2 : [video](#)
highly-anticipated double-disk has retail stores invent 1960.
Bookshelves arrived early as more than 12,000 fans flocked to Beatles for a week's preview of Anthology Volume 2, which chronicles the "years of study and change."
4. Victoria's Secret Fashion Show begins introduction.
5. General Mills unveils the Betty Crocker 75th Anniversary portrait.
6. The Academy Awards go on line : [the](#) more than a billion across both worldwide : it's "the mother of all websites!"
Oscar goes on-line, innovative project puts information about Academy Award winners and winners dating from 1927 on the World Wide Web.
7. "It's a whole new ball game"—other superstars Steve Young and Jerry Rice use a new formula to tackle the future of football.
Football gets a new look for the 21st century : ...and "the game will never be the same."
8. McDonnell Douglas and NASA unveil the X-35 (unless research reveals)
Subsonic prototype aircraft lacks vertical and horizontal take and employs revolutionary new flight control technology—may dramatically change the design of future stealth fighters.

Metabank (Bloomberg, Wednesday, March 20, 1996)

- 1 "Tansen, The Road to Democracy" unique five-part series examines the current China-Tansen standoff and the historical relationships behind the crisis.
- 2 U.S. Consumer Product Safety Commission (CPSC) and Nantoco, Inc. announce discontinuation of playset recall.
- 3 New software introduces the next chapter in electronic publishing technology. Publishers can now electronically edit FULL pages exactly as they appear coming off the printing press.
- 4 Two-story Ecoland playground reopens in springtime in Times Square. A "touch of nature" comes to an American landmark.
- 5 General Mills unveils Betty Crocker 75th anniversary portrait.
- 6 Junior parks master card . . . , superstar Ken Griffey, Jr. has baseball fans relive the playoff experience in his new video game, "Ken Griffey, Jr.'s Winning Run." Revolutionary new video game is first to employ cutting-edge Advanced Computer Modeling (ACM) technology.
- 7 Dr. C. Everett Koop—former Surgeon General, creator of a crusade . . . , unveils Time-Life patient education videos . . . exclusive satellite feed.
- 8 Countdown to the "Street Season" at the post.
- 9 The "Hoops" National Collegiate Intramural Basketball Tournament. Unusual "March Madness" format first round supports in "Hoops" tournament moves into the regional.

Internet Desktop - Thursday, March 22, 1996

- 1 "Taiwan: The Road to Democracy?"—unique five-part series examines the current China Taiwan standoff and the historical relationships behind the crisis.
- 2 Dr. C. Everett Koop, former Surgeon General, creates an a minute . . . minute Time-Like parent education video . . . exclusive online feed.
- 3 Cyber-censorship: what the "filter" is going on? How will the Telecommunications Bill & Democracy Act affect the right to free speech?
 Rep. Jerry Falwell, Rep. Phil Schneider, Dean Pace and the ACLU's Nadine Strossen join Linda Blumberg live and "on the record" about cyberspace, censorship and our First Amendment rights.
- 4 Tony Bennett shows the most secure is a healthy lifestyle! (b-w/f)
- 5 Gateway 2000 launches new computer category—Destination: big screen PC revolutionizes the personal computing experience . . . and your living room! 31-inch monitor, high-end sound and graphics and a wireless keyboard brings families a new "destination" for entertainment and information.

MediaLink, DailyLink Friday, March 22, 1996:

1. "Freedom of Speech Chinese-Style"—a unique five-part series examines the current China/Taiwan standoff and the historical relationships behind the crisis in "Taiwan: The Road to Democracy."
2. Lipton holds its original "how-own" session to launch their new ready-to-drink, and tea.
 Legendary sports personalities Bob Uecker, Paula Smith and Clark Gablestar star in Lipton's new "how" spot. Reformulated and repackaged new and tea features their new flavors.
3. New maps site delivers a "world" of information for the do-it-yourself traveler. "Travelocity" leads the way!
 The most powerful travel site on the Net features more than 300,000 pages of travel destinations and takes the guesswork out of plotting trips around the world!
4. FPG Indy Car World Series points leader Scott Pruett and rising young driver Greg Moore discuss the series' development and their preparations for the upcoming inaugural U.S. 500. (5-act interview)
5. Casual dress demonstrations converge on Wall Street! "The Minors" become up corporate America.
 Weyltholds call for change scheduled for Friday, March 22

Wired (English) - Monday, March 25, 1996

1. **Final Frontier takes center stage at the 27th annual Cyber-Expo "International Internet Reader's Contest."**
Young contestants go "face to face" with celebrity judges in a head-to-head battle of final frontier and family fun!
2. **Wired from Cyberspace goes live today**
At-home computer users have a service expressly for them.
3. **"Is it real or is it SuperScope?"** Business goes 3-D with the introduction of three-dimensional virtual worlds and expanding "real world" behavior!
While computer users are getting online by the millions, many first-time Internet explorers—used to the look and glamour of television—have been disappointed by the web's flat and static presentation . . . that is, until now.
4. **"Interactive medicine":** state-of-the-art video technology explores treatment options and includes patients in the decision-making process
In a recent test, 45% of the men surveyed decided against surgery after viewing an interactive video on prostate cancer.

Medicine/English, Tuesday, March 26, 1996

1. New studies reinforce the benefits of lowering cholesterol in people with heart disease

Results of new cholesterol-lowering research presented at the annual meeting of the American College of Cardiology reaffirm the clinical benefits of lowering cholesterol in people with coronary heart disease (CHD) and cerebral circulation. The debate over which people with heart disease get cholesterol-lowering therapy.

2. Vitamin rules record "healthy" increases during this year's heart and flu season and the "hush" of vitamin research—Dr. Linus Pauling—provides breakthrough nutrition for today's consumers

Over 150-million Americans take vitamins regularly for better health and disease prevention.

3. National Capital Planning Commission unveils plan for the future look of Washington, D.C.

Wednesday, February 22, 2006

- 1 Sunday showdown at the Peoria Hall "Hoops" National Collegiate International Basketball Tournament to determine National Champions.
 Coaching legends Lou Carnesecca and Bill Hootbirds serve as celebrity coaches in the championship game as "Mr. College Basketball" Dick Vitale calls all the action.
- 2 "Gears" scores into home video—\$90 million block-buster starring Academy-Award-nominated actors Brad Pitt and Morgan Freeman—debuts at video stores nationwide March 26
- 3 David Packard, co-founder of Hewlett-Packard Company, dies at age 85
- 4 "Good news about tomatoes!" Recent studies show that lycopene—which gives tomatoes their red color—may help protect against certain forms of cancer.
 A study conducted by Harvard University researchers found that men who eat two to four servings of tomato-based products a week are 34 percent less likely to develop prostate cancer. And men who eat 18 servings of lycopene-rich foods a week are 43 percent less likely to develop prostate cancer.
- 5 Lights! Camera! Oscar! Backstage at this year's Academy Awards. (Q-tail interview)

Wednesday, April 23, 1998

1. **"Drink Pepsi. Get stuff!"** Pepsi-Cola unveils the single biggest consumer event in the company's history.
 "Pepsi stuff" delivers more than 170 million Pepsi stuff catalogs, \$1.25 million worth of free merchandise, celebrity concert and a variety new items to millions of loyal Pepsi drinkers around the country. Massive consumer outreach program dwarfs the company's previous marketing efforts, including the enormously popular "Pepsi Challenge" campaign.
2. **New treatment for vaginal yeast infections** . . . **Femstat 3**—the first and only 3-day prescription strength product to be introduced over-the-counter—gives 11 million American women an effective treatment alternative.
3. **Korean companies open along U.S.-Mexico border**, taking Mexican economy to record levels.
4. **Merrill Lynch designates April as "National Strong Month."**
 Americans save less than any other country in the industrialized world—and it's estimated that aging baby boomers are saving at just one-third of the recommended levels for their retirement. Merrill Lynch and Blackboard Video team up to distribute targeted children's rules on the importance of saving.
5. **Simple solutions for allergy sufferers** test your allergy "Typ-Q." (David interview)
6. **Amelia's new "Old Couple"**—James and Terry Randall—join **Four Freshmen** Brown and KPC for a celebrity coast at the famed **Peers Club**.

Michaela Durbin—Friday, March 28, 1998

- 1 Time Bellco make major advertising announcement
- 2 "Legends in their own time"—ten of history's greatest Olympic competitors to be honored in the Swedish Olympic Legends Awards
 Ceremony will also unveil the company's Third Centennial Olympic Collection, "Olympic Legends," featuring a watch inspired and designed by each of these legendary gold medalists.
- 3 Commodities trading plays into the future! The New York Mercantile Exchange debuts electricity futures contracts.
 Analysts estimate the potential value of wholesale trade in electricity at more than \$100 billion a year.
- 4 Don't blow around with safety U.S. Consumer Product Safety Commission and Kingdon Bros. and Barnes & Noble Circus team up for safety gear clinics.
- 5 Natural gas vehicles to help refuelers and visitors breathe easier at the 1996 summer Olympic Games in Atlanta
 Air Quality joins the international spotlight as the American Gas Association and the "Clean Air Taxi" provide natural gas vehicles and infrastructure for the '96 games—becomes first trade association to become an official sponsor.
- 6 The interactive television commercial lets your television do the talking!
 Remotables are open: dial the telephone for you . . . and watching television will never be the same.
 A co-op of Myrtle Beach location businesses gets a dramatic twist on TV marketing concepts, allowing viewers to play-entertainment machines that way never than ever before.

APPENDIX B

STATIONS AND TIMES OF LOCAL NEWSCASTS SEARCHED FOR CNRS

Station	Monday-Friday	Saturday	Sunday
Channel 4	6:00-7:30 a.m.	6:00-6:30 a.m.	7:00-7:30 a.m.
WFOH-CBS	7:00-7:30 a.m.	7:00-7:30 a.m.	7:00-7:30 a.m.
	12:00-12:30 p.m.	12:00-12:30 p.m.	12:00-12:30 p.m.
	3:00-3:30 p.m.	3:00-3:30 p.m.	3:00-3:30 p.m.
	5:30-6:00 p.m.	5:30-6:00 p.m.	5:30-6:00 p.m.
	6:00-6:30 p.m.	6:00-6:30 p.m.	6:00-6:30 p.m.
	10:00-11:30 p.m.	10:00-11:30 p.m.	10:00-11:30 p.m.
Channel 6	6:30-6:58 a.m.	6:30-6:58 a.m.	6:30-6:58 a.m.
WTVT-NBC	6:59-7:28 a.m.	6:59-7:28 a.m.	6:59-7:28 a.m.
	12:00-1:00 p.m.	12:00-1:00 p.m.	12:00-1:00 p.m.
	3:00-3:30 p.m.	3:00-3:30 p.m.	3:00-3:30 p.m.
	5:30-6:00 p.m.	5:30-6:00 p.m.	5:30-6:00 p.m.
	6:00-6:30 p.m.	6:00-6:30 p.m.	6:00-6:30 p.m.
	11:00-11:30 p.m.	11:00-11:30 p.m.	11:00-11:30 p.m.
Channel 7	6:00-6:30 a.m.	6:00-6:30 a.m.	6:00-6:30 a.m.
WWSB-Fox	6:30-7:00 a.m.	6:30-7:00 a.m.	6:30-7:00 a.m.
	7:00-7:30 a.m.	7:00-7:30 a.m.	7:00-7:30 a.m.
	7:30-8:00 a.m.	7:30-8:00 a.m.	7:30-8:00 a.m.
	8:00-8:30 a.m.	8:00-8:30 a.m.	8:00-8:30 a.m.
	8:30-9:00 a.m.	8:30-9:00 a.m.	8:30-9:00 a.m.
	12:00-12:30 p.m.	12:00-12:30 p.m.	12:00-12:30 p.m.
	3:00-3:30 p.m.	3:00-3:30 p.m.	3:00-3:30 p.m.
	5:30-6:00 p.m.	5:30-6:00 p.m.	5:30-6:00 p.m.
	6:00-6:30 p.m.	6:00-6:30 p.m.	6:00-6:30 p.m.
	6:30-7:00 p.m.	6:30-7:00 p.m.	6:30-7:00 p.m.
	7:30-8:00 p.m. (News Center-Saturday-Friday only)	7:30-8:00 p.m.	7:30-8:00 p.m.
	10:00-11:00 p.m.	10:00-11:00 p.m.	10:00-11:00 p.m.
	11:00-11:35 p.m.	11:00-11:35 p.m.	11:00-11:35 p.m.

Station	Monday-Friday	Saturday	Sunday
Channel 18 WFLA-TV-NBC	6:00-7:00 a.m. 12:00-12:30 p.m. 3:00-3:30 p.m. 5:30-6:00 p.m. 6:00-6:30 p.m. 11:00-11:58 p.m.	6:00-6:30 p.m. 11:00-11:30 p.m.	6:00-6:30 p.m. 11:00-11:58 p.m.

APPENDIX C

COVERING SHEET

Title: _____

Subject: _____

VNR Package []
 Serial []
 Title VNR []
 other VNR []

Length: _____
 Length: _____
 Used as Newsletter []
 Story Length: _____
 VNR Length: _____

Newsout Segment: _____

Item Used: _____

Identified by news outlet: yes [] no []

Identification: _____

Elements

visual quality:	high []	moderate []	low []
telling lead:			
expert:			
provide context:			
story complexity:	high []	moderate []	low []

Subject Matter

accident	[]	[]
consumer news	[]	[]
crime	[]	[]
disaster	[]	[]
environmental news	[]	[]
government	[]	[]
natural phenomenon	[]	[]
social trends	[]	[]
technology	[]	[]
other	_____	

APPENDIX D

INTERVIEW QUESTIONS

1. What are advantages offered to clients by using video newsmakers (VNs)?
2. How much control and input does Merlebank have in the VN production and distribution process?
3. How well are VNs coordinated with other elements of the integrated marketing communications (IMC) campaign strategy?
4. How do the VNs fit into the client's overall IMC campaign strategy?
5. What are the primary objectives of VN production, distribution, and client alerts?
6. What is the primary content of VN packages?
7. How could VNs help a smaller organization who cannot afford an expensive IMC campaign?
8. In the above situation, can VNs stand alone without additional advertising or public relations efforts?
9. In what part of the IMC campaign process are VNs used?
10. Does the subject matter of VNs have primarily an international, national, regional, and/or local focus?
11. How are VNs currently distributed?
12. Could you elaborate about Newsworthy, a VN news program?
13. Are VN packages primarily sent alone (with hard sell), or with hard sell in television stations' news departments and/or Newsworthy?

- 14 How has the use and subject matter of VTRs changed?
- 15 What do VTRs hold for the future of DMC campaigns?

APPENDIX B
 MEDIALINK TOP 10 TVR LISTS
 1988 to 1995

1988 Top 10 TVR News References

	<u>Client</u>	<u>Producer</u>	<u>Audience (in millions)</u>
1	Detroit Dispatch Lambert Description:	Front Street Productions Announcement of agreement in principle with U.S. Attorney's office concerning resolution law violations—includes CEO statements on the firm's \$600 million settlement	40.8
2	Next Computer Systems Description:	Video Techniques Introduction of Next Computer Systems by computer wizard Steven Jobs	48.8
3	Honda Description:	J-Nite Export of U.S. made Accord to Japan	39.9
4	Disney Description:	Disneyland Broadcast Productions First Disney Film Festival in the Soviet Union—includes footage of Mickey Mouse in Red Square	36.7
5	Natureman Description:	Edison PS Worldwide New 3d substitute, "Wingspan," is announced	38.9
6	League of Women Voters Description:	Hill and Knowlton Withdrawal of sponsorship of Bush-Dukakis presidential debates	42.7
7	U.S. Department of Justice Description:	Hill Brown Productions Major international drug bust is announced—includes statements by the Attorney General and footage of the bust	42.1

	Client	Producer	Audience (in millions)
8	Sea World Description: Baby Shamu is born—a killer whale born in captivity	Sea World	38.1
9	Disneyland and Walt Disney Description: The Magic Kingdom is the leading for the Guinness Book of World Records breaking hole jump feat	Disneyland Broadcast Productions	38.0
10	National Wildlife Foundation Description: Announcement of results of nationwide drinking water test	Pyramid Video	25.7

1993 Top 10 Fake News Releases

	Client	Product	Audience (in millions)
1	Government of Colombia Description: President of Colombia addresses U.S. about his country's war against drug traffickers	Government of Colombia	76.3
2	Sevens Description: Nationwide shutdown of stores for major signing promotion	National Television News	70.2
3	ESPN Video and Sports Illustrated Description: Home video version of Sports Illustrated's annual swimming issue is unveiled	ESPN Public Relations	45.5
4	Showtime Description: Pay-per-view coverage of darts/dart player Robert Kainer's first motorcycle stunt is promoted	Showtime First Television	39.8
5	Quintessence Inc. Description: Holiday TV commercial filmed at the Berlin Wall	Quintessence PR Worldwide	39.6
6	SouthWest Beachcom Description: Introduction of Enigma beach drug	Barrow Communications	37.2
7	National of America Description: Response to charges of unfair trade practices	NRA and Kayakites	37.1
8	VH-1: The Mean Chores Description: VH-1 will be going away + Corvids from every year since 1933 is its latest contest	The Weightland Group	32.8
9	California State Advisory Board Description: A new "California Kainer" is unveiled—the commercial will feature "Michael Kainer," a claymation statue of Michael Jackson's image	Kierchen Public Relations	19.6
10	National Wildlife Federation Description: Information about concentrated sport fish in the nation's lakes	National Wildlife Federation	19.0

1990 Top 50 Video Store Releases

	Client	Product	Audience in millions
1.	SeaQuest Serenity Co. Description: Dolphin soft toys—sold in Los Angeles, it company's first 5,000 units of "dolphin-soft" toys	Kalifornia PR Worldwide	41.2
2.	Citizens for a Free Kuwait Description: Iraqi troops storming into Kuwait City	Hill and Knowlton	40.4
3.	Nutrament Description: Introduction of "Single Pleasant" frozen dairy dessert—first to be made with bananas, as new for children	Kalifornia PR Worldwide	34.1
4.	Citizens for a Free Kuwait Description: United Nations' hearings on alleged Iraqi human rights abuses in Kuwait	Hill and Knowlton	33.3
5.	Capital Records and Warner Brothers Description: Frank Sinatra record release—"Frank Sinatra, The Capital Years"	Capital Records	27.2
6.	Disneyland Description: Disneyland's 30th anniversary celebration	Disneyland Disneyland Services	25.0
7.	McDonald's Description: Opening of McDonald's first restaurant in the Soviet Union	Parsons-Parkington First International	21.8
8.	L.A. Gear Description: Introduction of new advertising campaign	Dynagon & Company	21.6
9.	Recording Industry Association of America Description: Unifies personal advisory label on records, tapes, and compact discs	Public Works	19.0
10.	Cosmo Inc./Cabo-Eaton Description: Features 17th annual International Fashion Showers Contest winners for top of "the most resource model"	Cosmo Inc.	18.6

1991 Top 18 Video News Releases

	Class	Producer	Audience (millions)
1	Swiss Sport Watchers of Switzerland Description:	Peter Plummer Productions	46.1
	46-year-old Gerard d'Aboville from Evian, France, is the first person to swim alone across the Pacific (which he did this trip) and Atlantic oceans.		
2	Sea World Description:	Foxleman-Hillard	31.4
	The birth of a baby killer whale—the first in the ecological restoration breeding program.		
3	American Institute of Physics Description:	Rader Film	27.8
	Astronomers prepare for the eclipse at Hawaii's Mauna Kea observatory.		
4	ENOC Corporation Description:	Hill and Knowlton	27.5
	New blood substitute—free from the threat of contamination by infectious agents—is a cost-effective alternative to the human blood supply.		
5	Cover Brewing Co. Description:	Flora, Cover & Bellini	27.1
	Cover's craft victory—company can use its Cover Light commercial with actor Linda Martin, headlining the Kung-Fu "Punk Bunch."		
6	Chlorowide Description:	Peter Plummer Productions	26.5
	The Arkless is unveiled and delivered to the first buyer's home—the neighborhood boasts an "All-American" block party.		
7	Cornish Inc./Oder Eaters Description:	Cornish Inc.	25.9
	Kids compete in the fifth annual International Potato Seeders Contest, Montpelier, VT., for the honor of "the world's worst cook."		
8	Fast Facts for Citizens Description:	Bain & Lichtenstein	25.7
	Demonstration against Prozac calling for its removal—"Roll-Call for the Dead" was read worldwide Human Rights—the FDA, holding while vaccine tested made.		

	Client	Product	Audience (in millions)
9	Cardbank Description:	Banker Free Cardbank Price Protection unveiled—A new service the guarantee cardholders the lowest available price for purchases	19.7
10	General Mills' Cheerios Description:	Exclusive PB. Worldwide Cheerios celebrates its 10th Birthday	17.1

HSC Top 18 Sales News Releases

Client		Product	Audience (no. persons)
1.	Disney/ABC Description:	Disney Broadcast Publishing Elizabeth Taylor celebrated her 80th birthday at a Disneyland Party—the event included many of Hollywood's biggest names	81.7
2.	Chrysler Description:	MVP Communications One midsize Corvette rolled off the assembly line at Bowling Green, KY—more than 4,000 GM locations celebrated the event	38.9
3.	CORCO Description:	CORCO CORCO soldier bed recalled	34.7
4.	Boylan, Inc. Description:	Loori Sullivan & Taylor PR Buster Voller Cracker Jack—celebrating comments of first anniversary in 90 years to carry the Cracker Jack name	29.4
5.	Norman Marmo Description:	Norman Marmo and Philip Productions, Inc. Norman Marmo Christmas catalog with one-of-a-kind list and list gift items	27.6
6.	Citibank Description:	Ruder Finn Public Relations Credit card security measures examined including the Citibank Fluoridant which gives a photo ID on Citibank credit cards	25.3
7.	Sports Illustrated Description:	HBO Sports Illustrated Swimsuit video featuring 11 of the world's most glamorous fashion models	25.0
8.	Greco Children's Products, Inc. Description:	Sageper Group Recall of the credit portion of Greco's-Creolo brand credit cards	24.6
9.	Front Porch Communities Description:	Front Porch Communities and Satellite Management International Front Orlando, FL, Boca Raton headquarters addressed Front porches driven long via satellite	19.9

	<i>Client</i>	<i>Provider</i>	<i>Expenditure (in millions)</i>
11	COMBAT Reach Control System	ECSSMA Public Relations	17.4
	Description	Plans for the world's largest reach and most aggressively sold reach system	

1990 Top 10 Video News Releases

	Client	Product	Audience (in millions)
1	Pepsi-Cola Description:	Robert Claug Productions Diet Pepsi spring loss	588.0*
2	Protonic University Plasma Fusion Lab Description:	Black Valley Productions Research into fusion energy—describing how fusion energy will permit the world's commercial power plants to produce cleaner energy	56.9
3	Time-Warner Description:	Broad Street Productions Formation of an information superhighway venture between Time-Warner and U.S. West	49.8
4	Columbia Pictures Description:	Columbia Pictures Career opening of Columbia Pictures, "Last Action Hero" starring Arnold Schwarzenegger	48.7
5	Pepsi-Cola Description:	Robert Claug Productions Production of Insulted.com (Shapelle O'Neal's first TV commercial)	38.6
6	McDonald's Description:	Orin-Rare Communications Basketball stars Michael Jordan and Larry Bird appearing together in a Super Bowl TV commercial	35.3
7	McDonald's Description:	Orin-Rare Communications The 25th anniversary of the "Big Mac" sandwich	33.2
8	MGM Grand Description:	Piers Plouffe Productions Opening of MGM Grand resort and casino in Las Vegas	27.4
9	Disneyland Description:	Disneyland Broadcast Services Disneyland's first and a "half day" "Waltimate Kids' Party" for thousands of disadvantaged children	26.5

*Reflects the aggregate viewership of Pepsi's four separate video-related VNRs distributed in a one-week period in June with viewing audiences of 237 million, 73 million, 117 million, and 1.3 million respectively.

70	National Institute for Diabetes and Digestive and Kidney Diseases Diagnosis	English Communication	34-4
	Results of 10-year study on the treatment of diabetes		

1994 Top 10 Video Sales Releases

Client		Product	Audience (in millions)
1.	Alto Loma Productions, a Division of Playboy Entertainment Group Description: O.J. Simpson's latest awarded program for men	Lee Glickman and Bender, Goldman, & Halpern	146.8
2.	Solomon & Solomon Description: The Home (Chocolate) Test	Florkman-Hillard	63.0
3.	Mama Manera and Lockhead Description: Mama Manera and Lockhead—the new computer's output	Washington Independent Producers and Powell Tate	56.8
4.	Norman Marmor Description: Norman Marmor's 1994 Holiday Catalogue including the new "Kiss 'n' Blow" gift ideas	Phillips Productions	53.0
5.	Radiology Society of North America Description: Several advances in radiology illustrated	Public Communications, Inc.	47.0
6.	Pepsi-Cola Description: Freshness being added to Diet Pepsi products	Robert Chang Productions	46.8
7.	Wilma Bentley— Description: Grand Prize Winners of National Piggy-banks search promoting the board game, Pass the Pig	Florkman-Hillard	36.0
8.	Time Warner Description: Full Service Network introduction—America's first fully broadband interactive TV system	Broad Street Productions	34.9
9.	Pepsi-Cola Description: Pepsi Super Bowl commercial line-ups—including Pepsi and Lipton Original sports	Robert Chang Productions	33.7
10.	Disneyland Description: Northridge Little League Parade—custom of most disneyland's dominating marketplace	Disneyland Broadcast Gallery	28.7

1995 Top 10 Video News Releases

Client		Producer	Audience (in millions)
1	Danica Description: Danica 1995 Super Bowl commercial	Robert Chang Productions	181.0
2	True Ball Description: Stephanie O'Hara commercial	Robert Chang Productions	71.0
3	Reebok Description: Shaq vs. Shaq commercial	Reebok International, Ltd.	67.7
4	Norman Macous Description: 1995 Norman Macous Christmas Book	Phillips Productions	66.0
5	Time Warner/Turner Description: Time Warner/Turner merger	Broad Street Productions	64.7
6	World Wrestling Federation Description: Wrestlemania XI	World Wrestling Federation	56.3
7	The Beverly Hills Hotel Description: Reopening of The Beverly Hills Hotel	Pere/Phares Productions	55.5
8	Times Square Business Improvement Site Description: Times Square introduces a new feel and Web site	Times Square Business Improvement Site District with Gelber TV	55.8
9	Brown & Williamson Tobacco Description: Response to American Medical Association	Brown & Williamson Tobacco	50.5
10	Playtex Description: Playtex/I-2-3 voting result	Playtex	49.6

APPENDIX

RANDOMLY SELECTED MEDIALINE YEARS 1991 TO 1996

Fall: 11/18/91

1. Break through in fusion energy
2. Love for holiday doctors
3. A special holiday gift for children : the gift of hearing
4. Mobile medical units provide health care to needy children.
5. Magic Johnson dedicates "The Magic Playroom" at Children's Center
6. Holiday treat sets lead to infinite lobby
7. Holiday photo tips from celebrity photographer Linda Solomon.

Fall: 11/23/91

1. Christmas is an early morning affair
2. Fox-drawing of a : multimedia Christmas
3. MGM Grand Hotel opens it's doors to the public

1992 Top Ten Video News Releases Look 5 on the top5

1. Pope predict tampering
2. Fusion energy
3. Tiger Woods-U S. West
4. Last Action Hero
5. Shagun O'Neil Page spot
6. Justice/West/Superheral film-makers.
7. Big idea 15th Anniversary
8. Michel Grand opens
9. 15-Year Diabetes study released.

Fall: 12/15/94

1. Tylenol responds to sexual is upcoming (Journal of the American Medical Association)
2. New research on the dietary role of the egg
3. Epitope receives FDA approval to market Osmotic device

Final 2016/93

1. Japanese football in U.S.
2. Love on the Love Boat as husbands receive their marriage vows.
3. This Valentine's Day you may want to think about that 11,000 people become infected with sexually transmitted diseases each year.
4. Toyota recalls several additional to its lineup in the Chicago and Portland auto show.
5. More O.J. —if you can't get enough of the Simpson trial don't worry it's not an instant replay.
6. Petera grows from the heart to the American Red Cross.
7. Love level: Carbon Monoxide poisoning means the flu.
8. National uproar over IRS changes.

1993 Top 20 Value News Between

1. Boston Super Bowl Commercial 1993
2. Taco Bell/Maquillo's Of Neal Commercial.
3. Rastrelli/Shay vs. Noug Commercial.
4. 1993 Norman Maclean Christmas Book
5. Time Warner/Quinn Morgan
6. Watchman 93
7. The Beverly Hills Hotel.
8. Times Square attraction: a new ball, with air
9. Response to the American Medical Association.
10. Physioanal 1-2-3 Strong meal.
11. Pizza Hut Stuffed Crust: pizza ad
12. Wilson pulled the swordback.
13. C.I.B. Consumer Products Safety Commission to recall lawn bag chair
14. The American Obesity Association/Hill & Knowlton.
15. Jet Shop.
16. Names of America responds.
17. Hotel Roca Hotel & Casino in Las Vegas
18. Harley-Coke/Harley 3-0 toy recall.
19. The World of Food.
20. Toyota of America responds to trade sanctions

Excl. 1/1/96

1. Parents' attitudes in treating childhood diabetes can turn deadly during the germ-spreading winter season.
 2. Second Coming Productions presents exclusive interviews with the Beatles on "Real Love."
 3. Hand dryer joins chlorine soap in the fight against stuffy noses and the common cold.
 4. "Trendy Taurus"—the ultimate spring fashion accessory starts a "voluptu" revolution.
 5. FDA shows new breast imaging system—"Aurora."
 6. Air-Quake gives the international spotlight at the 1996 Olympic Games to Atlanta. National gas vehicles to help athletes and visitors breathe easier at this year's Games.
 7. Does the Internet hold the "key" to your new address? Thousands are discovering their "dream" homes while house-hunting on the World Wide Web.
 8. Are big breasts bringing you down? Breast reduction surgery provides an answer for many women.
 9. Behind the Masked—"The Last Great Race on Earth."
10. Cat/Catania Introduction at the International Cat Show

Excl. 1/14/96

1. Knowledge in distributed communications network—corporate reports give the high tech revolution in a first-of-its-kind CD-ROM and a new standard for the bank of the future.
2. Wurlingham Ticket Search returns.
3. Major medical advances announced—MRI and multimedia medical systems from telemedicine alliance.
4. Timely financial advice from the experts on any tax filing, small business attorneys and home legal advisors.
5. Exploring America—creating and maintaining new travel fee programs correct lots of ground for travelers on a budget.
6. Junior picks another one! — Supporting Ken Griffey Jr. Let's baseball fans relive the playoff experience in his new video game—"Ken Griffey Jr.'s Winning Run."
7. Decent 18-wheel-to-head competition.

Exam 321.96

1. The Academy Awards go online . . . for more than a billion movie buffs around the world, it's the mother of all databases.
2. "100 Years of Olympic technology" the Information Revolution comes of age at the 1996 Games in Atlanta.
3. U.S. Consumer Product Safety Commission (CPSC) and Nintendo, Inc. announce stereo-console player recall.
4. New software introduces the next chapter in electronic publishing technology.
5. "Trawlsity"—new magazine delivers a "world" of information for the do-it-yourself traveler.

Exam 328.96

1. U.S. West announces "Project Hope Box" program to provide over 10,000 voice mail boxes to the homeless and phoneless to help them find employment.
2. "Fast real or a bit supercharge?" Business goes 3-D with the introduction of three-dimensional virtual reality worlds and animating real-world behavior.
3. MCI unveils new logo- "Good for a New Century."
4. Cybercensorship: What the "deep" is going on in How the Telecommunications Bill's Decency Act will affect the right to free speech.

APPENDIX G
NEWSWORTHY GAMES LIST

Telecast Stations

<u>Rank</u>	<u>Market</u>	<u>Station/Affiliate</u>
1	New York, NY	WLS/Ind
2	Los Angeles, CA	KDOC/Ind
4	Philadelphia, PA	WGT/Ind
6	Boston, MA	WOOD/Ind
11	Atlanta, GA	WTLS/SPN
26	Denver, CO	KTCB/Ind
29	Orlando, FL	WDRB/Ind
29	Hartford, CT	WEDU/Ind
29	Hartford, CT	WVTH/ABC
29	Portland, OR	KDBH/Ind
29	Charlotte, NC	WLAJ/Ind
32	Raleigh-Durham, NC	WNCN/Ind
33	Columbia, SC	WNEC/Ind
41	West Palm Beach, FL	WTVJ/Ind
41	Greensboro, NC	WGCT/Ind
41	Greensboro, NC	WHEW/Ind
51	Birmingham, AL	WABM/Ind
54	Jacksonville, FL	WJXT/Ind
62	Mobile, AL	WTOG/Ind
67	Syracuse, NY	WECT/ABC

Rank	Market	Station/Website
79	Honolulu, HI	KHNL-TV
79	Honolulu, HI	KWHD-TV
79	Paducah, KY	WYOP-TV
81	St. Myers, FL	WYOP-TV
81	Monteville, AL	WYOL-TV
81	Monteville, AL	WYLA-TV
83	Lawson, IA	KJMS-TV
83	Lawson, IA	KVGC-TV
83	Lawson, IA	WYLS-TV
101	El Paso, TX	KELA-TV
111	Anguila, CA	WUPV-TV
117	Logan, OH	KXVL-TV
121	Escondido, CA	KUCB-TV
121	Chico-Balding, CA	KUCB-TV
121	Duluth, MN	KULM-TV
130	Amarillo, TX	KYLA-TV
130	Waukegan, WI	WUAB-TV
137	Rockford, IL	WISN-TV
138	Wooding, WV	WTRB-TV
142	Topka, KS	KTKA-TV
144	Green Gap, GA	KBYN-TV
145	Medford, OR	KOB-TV
148	Elmhurst, NY	WYCN-TV
153	Scranton, PA	WISN-TV
156	Lawrence, AR	KYES-TV
164	Utica, NY	WUTR-TV
173	Delmar, AL	WDAG-TV

Rank	Market	Station/Affiliate
188	Portland, OR	KALW/SAT
189	Chapman, NY	KO WNCBS
190	Ambler, AL	WUCB/CBS
191	Lees, OR	WUHD/tel
192	Harrisburg, PA	WHPA/ABC
193	Richmond, VA	KULR/FOX
	Pt. Dume, CA	KTVU/SAT
	Stoke, NE	KTNL/FOX
	St. Croix, WI	WOPR/ABC
	Steamboat Springs, CO	KSSG/tel
	St. George, UT	KJZZ/tel

Cable Systems

System	Market	Households
ATC Cablevision of Champaign-Urbana	Urbana, IL	50,000
Cablevision of Connecticut	Fairfield County, CT	145,000
Cablevision of Durham	Durham, NC	42,000
Cox Cable Oklahoma City	Oklahoma City, OK	81,000
GTE-Full Power Cable	Fall River, MA	60,000
U.S. Cableman	Wappinger Falls, NY	12,000

APPENDIX III

VNC DATA AND THE LOCAL NEWS

Date-Day	Channel	Time of Broadcast	# of Views
3-4-Monday	Channel 4	5:00-5:30 p.m.	1
		11:00-11:30 p.m.	0
	Channel 6	8:30-9:00 a.m.	0
		12:00-1:00 p.m.	0
	Channel 7 (Deer Drive)	7:30-8:00 p.m.	0
3-5-Tuesday	Channel 4	12:00-12:30 p.m.	0
		3:30-4:00 p.m.	0
3-6-Wednesday	Channel 4	3:30-4:00 p.m.	1
	Channel 7 (Deer Drive)	7:30-8:00 p.m.	1
3-7-Thursday	Channel 7 (Deer Drive)	7:30-8:00 p.m.	1
3-8-Friday	Channel 4	5:00-5:30 p.m.	1
	Channel 10	5:00-5:30 p.m.	1
3-11-Monday	Channel 4	5:00-5:30 p.m.	0
		5:30-6:00 p.m.	0
		6:00-6:30 p.m.	1
		11:00-11:30 p.m.	1
	Channel 6	5:30-6:00 a.m.	1
		12:00-1:00 p.m.	1
	Channel 10	5:00-5:30 p.m.	1
		11:00-11:30 p.m.	1
3-12-Tuesday	Channel 4	12:00-12:30 p.m.	0
		3:30-4:00 p.m.	0
	Channel 7	6:30-7:00 p.m.	0
3-13-Wednesday	Channel 4	3:30-5:30 p.m.	0
	Channel 10	3:00-5:30 p.m.	0

Date-Day	Channel	Time of Broadcast	# of Shows
3-15-Friday	Channel 7 (Decca Drive)	3:30-4:30 p.m.	1
3-16-Tuesday	Channel 4	12:00-1:30 p.m.	1
		2:30-4:00 p.m.	2
		6:00-11:30 p.m.	1
	Channel 6	12:00-1:00 p.m.	1
		3:00-5:30 p.m.	1
		11:00-12:30 p.m.	1
	Channel 7	9:00-9:30 p.m.	1
		9:30-10:00 p.m.	1
		7:30-8:00 p.m.	2
	Channel 7 (Decca Drive)	7:30-8:00 p.m.	2
	Channel 10	5:00-5:30 p.m.	1
		11:00-11:30 p.m.	1
3-20-Wednesday	Channel 4	5:30-6:00 p.m.	1
		8:00-8:00 a.m.	1
	Channel 10	12:00-1:00 p.m.	2
		6:00-7:00 a.m.	1
		8:00-8:30 p.m.	1
3-22-Friday	Channel 4	12:00-1:00 p.m.	1
		6:30-7:00 p.m.	1
	Channel 7	10:00-11:00 p.m.	1
		5:30-6:00 p.m.	1
		10:00-11:00 p.m.	1
3-23-Saturday	Channel 4	6:00-6:30 p.m.	1
	Channel 7	5:00-5:30 p.m.	1
		10:00-11:00 p.m.	1
3-25-Monday	Channel 4	5:00-5:30 p.m.	1
	Channel 6	5:30-6:00 a.m.	2
		12:00-1:00 p.m.	2
	Channel 10	6:00-7:00 a.m.	2
		12:00-12:30 p.m.	1
3-26-Tuesday	Channel 4	5:30-6:00 p.m.	1
		11:00-11:30 p.m.	1
	Channel 10	8:00-8:30 p.m.	1

Event/Day	Channel	Time of Broadcast	# of CSRs
3-27-Wednesday	Channel 4	5:00-5:30 p.m.	1
		5:30-6:00 p.m.	1
	Channel 6	5:30-6:00 a.m.	1
		12:00-1:00 p.m.	1
	Channel 7	5:00-5:30 p.m.	1
	Channel 7 (Drive Drive)	7:30-8:00 p.m.	1
		10:00-11:00 p.m.	2
3-28-Thursday	Channel 7	5:00-5:30 p.m.	1
		10:00-11:00 p.m.	1
3-29-Friday	Channel 7 (Drive Drive)	5:30-6:00 p.m.	1
3-31-Sunday	Channel 7	10:00-11:00 p.m.	1
4-1-Monday	Channel 4	5:30-6:00 p.m.	2
	Channel 6	11:00-11:30 p.m.	1
		12:00-12:30 p.m.	1
		6:00-7:00 p.m.	1
		10:00-11:00 p.m.	1
		11:00-11:30 p.m.	1
	Channel 10	5:30-6:00 p.m.	1
4-2-Tuesday	Channel 6	12:00-1:00 p.m.	1

APPENDIX I

MEDIA LINKS DISTRIBUTED VINES AIRED ON LOCAL MIAMI NEWSCASTS

March 4 to March 25, 1996

Mediastack, Dade/Clark, Monday, March 4, 1996

1. Advances in international railroading (news)

New hope in the fight against long tunnels: "Virtual" construction becomes a reality, and the secret culprit behind Major League pitchers' throwing hand woes.

No Show

2. Anna Nicole Smith to serve before-sex model

Florida featured in April edition of Penthouse two newsmagazines Tuesday,
March 5, 1996

3-4 Channel 7 7:59 p.m. **Don Shiver**

3. Behind the Mirror—"The Last Great Race on Earth"

The epic "race for life" got its start in 1925 when 20 volunteer men risked their lives to relay antitoxins from Ankerwyke to Nome, helping to stop a deadly diphtheria epidemic.

3-4 Channel 4 5:59 p.m.

3-4 Channel 4 11:53 p.m.

3-4 Channel 4 9:48 a.m.

3-4 Channel 4 11:17 p.m.

4. Mysteries of the open ocean revealed . . . use of the largest submers on earth
to explore a million-gallon volcano ocean at the water key galleries.

No Show

Metablink, Deepbink, Tuesday, March 5, 1996

1. **Second Coming Productions Presents—exclusive interview with the Beatles on "Real Love" . . . single release Monday, March 4, 1996.**

Exclusive interviews with McCartney, Harrison and Starr talking about the experience of being back "in the studio" with the late John Lennon and recording their latest single, "Real Love" . . . Behind Backstage from Beatles recording sessions for "Free As A Bird" and "Real Love."

3-5 **Channel 4 12:30 p.m.**

3-5 **Channel 4 5:54 p.m.**

3-6 **Channel 7 5:50 p.m. Free Drive**

2. **Major technology alliance to be announced—partnership to jointly develop telemedicine services and technology**

No Show

3. **Does the Internet hold the "key" to your new address? Thousands are discovering their dream home while house-hunting on the World Wide Web.**

State-of-the-art systems collect more than 40,000 listings across the country . . . popular websites recently received over 100,000 hits in one month

3-6 **Channel 4 5:40 p.m.**

4. **"Sparking a Revolution"—Radical new technology enables your car's engine to power an entire household . . . with water in space?"**

During blackouts and other power outages, your car becomes a powerful emergency generator for your home . . . produces tens of thousands of watts.

3-6 **Channel 4 5:40 p.m.**

5. **General Electric and Harris Corporation develop laser collision avoidance system.**

No Show

6. **Junior parks master out? . . . superstar Ken Griffey, Jr. lets baseball fans relive the playoff experience in his new video game, "Ken Griffey, Jr.'s Winning Run."**

Revolutionary new video game is first to employ cutting-edge Advanced Computer Modeling (ACM) technology

No Show

Michigan/Detroit/Windsor, March 8, 1996

- 1) "Trendy Trends"—the ultimate spring fashion accessory starts a "unified" revolution.
Celebrities and supermodels take the "velvet wrap" beyond fashion to beauty.
No Show
- 2) Air Quality joins the international spotlight at the 1996 Olympic Games in Atlanta
... natural gas vehicles to help athletes and visitors breathe easier at this year's games.
American Gas Association to provide natural gas vehicles for the 1996 Olympic Games—becomes first trade association to become an official sponsor.
No Show
- 3) "Descent II" takes conspiracy adventures to the next level! ... multi-platform launch expands the "Descent" world for a new generation of thrill-seekers.
3-7 Channel 7 7:57 p.m. **Down Below**
- 4) Nasal strips give chicken soup an edge against stuffy noses and the common cold.
FDA approves Breathe Right nasal strips to be marketed as treatment for nasal congestion.
3-12 Channel 18 8:28 p.m.
- 5) Junior parks another cool ... superstar Ken Griffey, Jr. hits baseball fans where the playoff happens in his new video game, "Ken Griffey, Jr.'s Winning Run." Revolutionary new video game is first to employ cutting-edge Advanced Computer Modeling (ACM) technology.
Report

Wednesday, December 2, 2009

1. Double trouble for kids and women risks for heart disease and birth-defects

3-4 Channel 18 8:27 p.m.

2. Preparing our children for tomorrow's high-tech world.

New engineering curriculum teaches students how to go from the drawing board to the "real world."

No Show

3. Advances in interventional radiology (Dr. Hall)

New hope in the fight against lung cancer; "Virtual" medicine becomes a reality and the secret culprit behind Major League pitchers' throwing hand aces.

Report

Michigan Icebreaks Order, March 8, 1981

- 1) "It's a whole new ball game"—after reporters Steve Young and Jerry Rasm use a new formula to tackle the issue of football.
Football gets a new look for the 21st century . . . and "the game will never be the same."
No Show
- 2) Behind the Mirror—"The Last Great Race on Earth."
Two-time Mirrored women Maria Buser delivers generous songs in the year 1 race. The epic "race for life" got its start in 1925, when 20 volunteer sailors raised their lives to relay a life-saving message from Anchorage to Moscow, helping to stop a deadly diplomatic epidemic.
No Show
- 3) The Arctic "Explore America First" . . . "Go Where You Wanna Go . . . Do What You Wanna Do . . ." (5-rod interview)
3-10 Channel 4 8:45 p.m.
- 4) Helping Children breaking victims and creating low-income housing are just a couple of the services offered by the Volunteers of America as they celebrate 100 years of service
No Show
- 5) "Exploring America"—an exciting and cost-conscious new travel program explores America's hidden treasures
"Arctic Explore America First" cover lots of ground for travelers on a budget.
3-10 Channel 4 8-11 p.m.

Michaelis Daybook Monday, March 11, 1958

1. Aviation Again—"Does the Dow?"

New commercial features introducing names of the latest supersonic jet-type jumping from a helicopter, rappelling head-first over a cliff, "sky diving" behind an airplane and parachuting over desert canyon!

3-11 Channel 4 8:20 p.m.

2. "It's a whole new ball game"—How supersonic Steve Young and Jerry Rice use a new formula to tackle the future of football.

Football gets a new look for the 21st century —and "the game will never be the same."

Repeat

3. During world-record motorcycle jump attempt!

Instant driver Buck Leavelle attempts an amazing ramp-to-ramp leap over the 10-foot Glass Skywalk Bridge.

3-11 Channel 4 8:55 p.m.

3-11 Channel 4 9:25 p.m.

3-11 Channel 4 11:01 p.m.

3-11 Channel 4 9:55 a.m.

3-11 Channel 4 12:35 p.m.

3-11 Channel 10 3:49 p.m.

3-11 Channel 10 11:15 p.m.

4. The Astoria "Explosive American Port" — "Go Where You Want to Go . . . Do What You Want to Do" (small interview)

Repeat

5. Washington Science Talent Search winners.

The top 40 high school students in the country gather in Washington, D.C., this week for the 53rd Westinghouse Science Talent Search. Interviews with the top winners and footage from the event and awards banquet.

3-12 Channel 4 12:07 p.m.

3-12 Channel 4 5:51 p.m.

Mediated: Databank Tuesday, March 11, 1996

1. Washington Science Talent Search winners.

The top 40 high school students in the country gather in Washington, D.C., this week for the 80th Washington Science Talent Search. Interviews with the top winners and findings from the event and awards banquet.

Report

2. Tandy financial advice from the experts on easy tax filing, small business offerings and home legal advisors

The power of personal computing offers significant financial benefits for American consumers and small business owners

No Show

3. Bank private-tyberquest computers announce alliance for safer routing on the Internet

3-12 Channel 7 6:45 p.m.

4. Mixed race alert.

Epac 1150-mile race comes to a thrilling end as the five leading runners make a final rush to the finish line — two-time Mixed women delivers childhood vaccines in commemoration of the original "race for life."

3-12 Channel 4 5:35 p.m.

5. Helping Oklahoma housing victims and creating low-income housing are just a couple of the services offered by the Volunteers of America as they celebrate 100 years of service.

Report

Indivisible Dashboard, Wednesday, March 13, 1996

1. Governor and Mrs. Lawton Chiles help bring the great taste of Florida cuisine to dinner tables across the country.

No Share

2. "100 years of Olympic technology" . . . the information prevails on matters of age at the 1996 summer Olympic Games.

No Share

3. Breakthrough in shareholder communication to be announced

No Share

4. "Travelocity"—the most powerful travel site on the Net!

No Share

Metallink Daybook, Thursday, March 14, 1996

1. New software introduces the next chapter in electronic publishing technology.

No Show

2. "Travelocity"—new engine site delivers "world" of information.

The most powerful travel site on the Net features more than 300,000 pages of travel destinations and takes the guesswork out of planning trips around the world!

No Show

3. Garth Brooks kicks off world tour in Atlanta.

No Show

4. "100 years of Olympic technology" : the information revolution comes of age at the 1996 summer Olympic Games

Report

5. Clinton administration teams up with the U.S. Women's Soccer Team for anti-smoking strategy aimed at young women.

No Show

Wednesday, Daybook Entries, March 15, 2006

1. General Mills' employees get a special meat pie at the Betty Crocker 75th Anniversary Portrait.

Betty Crocker 75th Anniversary Portrait to be unveiled to the public on Tuesday, March 19

No Show

2. "Timeline: The Road to Democracy"—major five-part series examines the current China-Taiwan standoff and the historical relationships behind the crisis.

3-23 Channel 4 4:04 p.m.

3-23 Channel 7 5:00 p.m.

3-23 Channel 7 10:00 p.m.

3-25 Channel 4 8:04 p.m.

3-27 Channel 7 10:07 p.m.

3. French Polynesians fighting oversteps when caused by French nuclear tests.

No Show

4. What do you get when you cross Quark Books with RCLLT? . . . "Tales—The Renaissance Edition" . . . country music's newest rising star!

3/18 Channel 7 7:07 p.m. Book Drive

5. Under siege? Environmental dangers threaten America's national parks.

No Show

6. FDA grants marketing clearance for Crickson, new protease inhibitor for HIV
March's AIDS medication receives fastest accelerated approval ever.

No Show

Maculada Eyebrow Monitor, March 14, 2005

1. French Polynesia fighting economic crisis caused by French nuclear tests
Report

2. "Exploring America"—an exciting and cost-conscious new travel program explores America's hidden treasures.

"America Explores America First" overbids of ground for travelers on a budget.

Report

Melodisk Daybook Tuesday, March 15, 1988

1. Michael Jackson to announce new joint business venture with H&H France.
Abolished-of-South Africa.

3-19	Channel 4	6:50 p.m.	
3-19	Channel 4	11:19 p.m.	
3-19	Channel 4	5:03 p.m.	
3-19	Channel 7	7:00 p.m.	Deen Drive
3-19	Channel 7	10:36 p.m.	
3-19	Channel 10	6:47 p.m.	
3-20	Channel 4	12:03 p.m.	
3-20	Channel 10	6:59 a.m.	

2. General Mills unveils the Betty Crocker 75th Anniversary portrait. (first press event at 9:45)

75 women who most embody the spirit of Betty Crocker serve as inspiration for the new portrait.

3-19	Channel 4	11:22 p.m.	
3-19	Channel 4	5:46 p.m.	
3-19	Channel 7	5:27 p.m.	
3-19	Channel 7	7:25 p.m.	Deen Drive
3-19	Channel 10	5:17 p.m.	
3-20	Channel 4	5:50 a.m.	
3-20	Channel 4	12:54 p.m.	
3-20	Channel 10	6:45 a.m.	

3. Second Coming Productions presents—the Beatles Anthology Volume 2
 highly anticipated double-album hits retail starts March 19th.

Beatlemaniacs arrived early as more than 12,000 fans flocked to Beatlesfest for a sneak preview of Anthology Volume 2, which chronicles the "years of Beat and glory."

3-19	Channel 4	5:50 p.m.	
3-19	Channel 4	12:53 p.m.	
3-19	Channel 7	12:22 p.m.	
3-19	Channel 7	5:55 p.m.	
3-19	Channel 7	7:50 p.m.	Deen Drive
3-20	Channel 4	12:05 p.m.	
3-20	Channel 10	6:58 p.m.	

4. Victoria's Secret: Second Step(s) (Singer) introduction.

3-19	Channel 7	7:50 p.m.	Deen Drive
3-19	Channel 10	11:23 p.m.	
3-20	Channel 10	6:45 a.m.	

5. General Mills unveils the Betty Crocker 75th Anniversary poster.

Repeat

6. The Academy Awards go on line . . . for more than a billion movie buffs worldwide, it's "the mother of all databases!"

Oscar gives on-line attendees greatest prize: information about Academy Award nominees and winners dating from 1927 on the World Wide Web

3-22 Channel 7 6:42 p.m.

3-22 Channel 7 10:45 p.m.

7. "It's a whole new ball game"—three reporters (Steve Young and Jerry Rice use a new formula to tackle the future of football.

Football gets a new look for the 21st century . . . and "the game will never be the same."

Repeat

8. McDonnell Douglas and NASA unveil the X-36 tailless research aircraft.

Subscale prototype aircraft. looks vertical and horizontal tails and employs revolutionary new flight control technology—may dramatically change the design of future stealth fighters

No Show

Madison Daybook, Wednesday, March 26, 1996

1. "Tianan. The Road to Democracy"—unique five-part series examines the current China-Taiwan standoff and the historical relationships behind the rift.

Repeat

2. U.S. Consumer Product Safety Commission (CPSC) and Nucor, Inc. announce plans regarding player recall.

3-10 Channel 4 3:00 p.m.

3. New software introduces the next chapter in electronic publishing technology. Publishers can now electronically offer FULL pages nearly as they appear coming off the printing press.

No Show

4. Treasury fiscal sculpture values as springtime in Tian Square. A "touch of nature" comes to an American landmark.

No Show

5. General Mills unveils Betty Crocker Tilt anniversary portrait.

Repeat

6. Jason picks another one! ... superstar Ken Griffey Jr. joins baseball fans when the playoff experience is his new video game, "Ken Griffey Jr.'s Winning Run." Revolutionary new rules game is first to employ cutting-edge Advanced Computer Modeling (ACM) technology.

Repeat

7. Dr. C. Everett Koop—Former Surgeon General—crises on a episode ... awards Time-Life patent education video ... includes satellite feed

3-10 Channel 4 8:00 a.m.

3-10 Channel 4 11:00 p.m.

3-10 Channel 10 6:00 a.m.

8. Countdown to the "Sweet Sixteen" at the post.

No Show

9. The "Hoops" National Collegiate Intramural Basketball Tournament. Intramural "March Madness" basketball tournament returns to "Hoops" tournament moves onto the regional.

No Show

Medieval Daybook Thursday, March 21, 1536

1. "Talewa: The Road to Democracy"—an epic five-part series examines the current Chaco-Talewa conflict and the historical relationships behind the crisis.

Repeat

2. Dr. C. Everett Koop—former Surgeon General—creator of a crusade against
Third-World polio eradication videos _____, exclusive satellite feed.

Repeat

3. Cyber-censorship: what the "Mony" is going on? How will the
Telecommunications Bill's Decency Act affect the right to free speech?
Join Amy Poehler, Rep. Pat Schroeder, Donna Rice and the ACLU's Nadine
Strossen join Linda Ellerbee live and "in the room" about cyberspace,
censorship and our First Amendment rights.

3-12 Channel 4 12-16 p.m.

3-12 Channel 10 5-10 p.m.

4. Tony Danza shares his secret access to a healthy lifestyle! (p-vol)

No Show

5. Gateway 2000 introduces new computer category—Destination big-screen PC
revolutionizes the personal computing experience _____ and your living room!
11-inch monitor, high-end sound and graphics and a wireless keyboard brings
function a new "Destination" for entertainment and information.

No Show

Mailjedi's Daybook Friday, March 21, 1998

1. "Freedom of Speech: Clause-Style"—a unique five-part series examines the current Clause-Twitter standoff and the historical relationships behind the crisis in "Darwin, The Road to Democracy."

Report

2. Lupton holds an original "how-over" session to launch their new ready-to-drink, and tea.
 Legendary sports personalities Bob Uecker, Bobba Smith and Dick Dorken star in Lupton's new "how" spot. Reformulated and repackaged new and tea features three new flavors.

No Show

3. New mega-site delivers a "world" of information for the do-it-yourself traveler.
 • "Travelocity" leads the way!
 The most powerful travel site on the Net features more than 100,000 pages of travel destinations and takes the guesswork out of planning trips around the world!

Report

4. FPG Indy Car World Series joins leader Scott Pruett and rising young rookie Greg Moore discuss the series' development and their preparations for the upcoming inaugural U.S. 500. (6-roll interview)

No Show

5. Canal five-dimensional coverage on Wall Street! "The Mission" income up corporate America.

Workforce call for change scheduled for Friday, March 22

No Show

WiredWeb Desktop Interview, March 25, 1996

1. **Ford Internet takes center stage at the 21st annual Cyber-Europe "International Online Sweden Contest."**

Young contestants go "face-to-face" with celebrity judges as a Swedish frenzy of Ford Internet and beauty fuel.

3-28 Channel 4 9-07 a.m.

3-28 Channel 4 11-04 p.m.

3-28 Channel 10 4-46 a.m.

3-28 Channel 10 11-04 p.m.

2. **World from Computers goes live today**

At home computer users have a service agency for them.

No Show

3. **"Is it real or is it Superspace?" Internet goes 3-D with the introduction of three-dimensional virtual worlds and introducing "real-world" behaviors**

While computer users are getting on-line by the millions, many first-time Internet explorers—used to the look and glamour of television—have been disappointed by the web's flat and static presentation . . . that is, until now.

No Show

4. **"Interactive medicine": state-of-the-art video technology explores treatment options and includes patients in the decision-making process**

In a recent test, 45% of the men surveyed decided against surgery after viewing an interactive video on prostate cancer.

No Show

Mediabook Desktop Tuesday, March 26, 1996

1. How much evidence for benefits of lowering cholesterol in people with heart disease

Results of two cholesterol-lowering research presented at the annual meeting of the American College of Cardiology confirm the clinical benefits of lowering cholesterol in people with coronary heart disease (CHD) and should stimulate the debate over which people with heart disease get cholesterol-lowering therapy.

3-26	Channel 4	5:45 p.m.
3-26	Channel 4	10:30 p.m. (airing videotape)
3-26	Channel 10	6:00 p.m.
3-27	Channel 4	5:45 p.m.
3-27	Channel 6	12:45 p.m.
3-27	Channel 7	8:00 p.m.
3-27	Channel 7	10:44 p.m.
3-28	Channel 7	10:34 p.m.

2. Vitamin pills proved "healthy" insurance during this year's harsh cold and flu season — and the "father" of vitamin research—Dr. Linus Pauling—provides breakthrough nutrition for today's consumers.

Over 150 million Americans take vitamins regularly for better health and disease prevention.

No Show

3. National Capital Planning Commission unveils plans for the future look of Washington, D.C.

No Show

Michigan Dailybook, Wednesday, March 27, 1996

1. Sunday showdown at the Feltz Hut "Hoops" National Collegiate Intramural Basketball Tournament to determine National Champion.
Coaching legends Lou Carnesecca and John Hinkleby serve as celebrity coaches in the championship game as "Mr. College Basketball" Dick Vitale calls all the action.

No Show

2. "Revel" norms into local video—\$98 million black budget starring Academy-Award nominated actors Brad Pitt and Morgan Freeman debate at video stores nationwide March 26

3-27 Channel 7 7:00 p.m. (Burr Davis)

3. David Packard, co-founder of Hewlett-Packard Company, dies at age 85

3-27 Channel 6 9:45 a.m. (joining videotape)

4. "Good news about tomatoes!" Recent studies show that lycopene—which gives tomatoes their red color—may help protect against certain forms of cancer.
A study conducted by Harvard University researchers found that men who eat two to four servings of tomato-based products a week are 34 percent less likely to develop prostate cancer. And men who eat 18 servings of lycopene-rich foods a week are 45 percent less likely to develop prostate cancer.

3-27 Channel 4 8:47 p.m.

5. *Light! Camera! Oscar!* Backstage at this year's *Academy Awards*. (Re-el interviews)

No Show

Wednesday Dispatch, Thursday, March 26, 1998

- 1 "Drink Pepsi. Get stuff." Pepsi-Cola reveals the single biggest consumer event in the company's history.

"Pepsi stuff" delivers more than 170 million Pepsi stuff earnings, \$121 million worth of free merchandise, celebrity appearances and a candy awe theme to millions of loyal Pepsi drinkers around the country. Massive consumer outreach program shows the company's personal marketing efforts, including the extremely popular "Pepsi Challenge" campaign.

3-29 Channel 7 7:54 p.m. Boon Drive

- 2 New treatment for vaginal yeast infections Femstat 3—the first and only 3-day prescription strength product to be introduced over the counter—proves 10 million American women an effective treatment alternative

3-30 Channel 7 5:31 p.m.

3-30 Channel 7 10:04 p.m.

3. Korean companies open along U.S.-Mexico border, taking Mexican economy to mixed levels

No Show

- 4 Merrill Lynch designates April as "National Saving Month."

Americans save less than any other country in the industrialized world—and it's estimated that aging baby boomers are saving at just one-third of the recommended levels for their retirement. Merrill Lynch and FirstBoston Video team up to distribute animated children's video on the importance of saving.

No Show

- 5 Simple solutions for allergy sufferers, test your allergy "Type-Q" (3-rod interview)

No Show

- 6 America's new "Gold Couple"—Irene and Tony Randall—join Peter Frenkel, Norman and KPC for a celebrity meal at the Sunset Prime Club.

No Show

Monday, Daybook Entry, March 29, 1999

1. "Time Ball" to make major scheduling announcement.

- 4-1 Channel 4 9:52 p.m.
- 4-1 Channel 4 11:01 p.m.
- 4-1 Channel 7 11:28 p.m.
- 4-1 Channel 7 4:59 p.m.
- 4-1 Channel 7 10:55 p.m.
- 4-1 Channel 10 3:44 p.m.
- 4-1 Channel 10 11:52 p.m.
- 4-1 Channel 5 12:55 p.m.

2. "Legends in their own time"—how Disney's greatest Olympic competitors to be honored at the Swedish Olympic Legends Awards. Company will also unveil the company's Third Centennial Olympic Collection, "Olympic Legends," featuring a watch inspired and designed by each of these legendary gold medalists.

No Show

3. Commodities trading plays into the future! The New York Mercantile Exchange debates electricity futures contracts. Analysts estimate the potential value of wholesale trade in electricity at more than \$100 billion a year!

No Show

4. Don't close second-unit safety! U.S. Consumer Product Safety Commission and Ringling Bros. and Barnum & Bailey Circus team up for safety gear classes.

- 4-1 Channel 4 5:43 p.m.

5. Natural gas vehicles to help athletes and visitors breathe easier at the 1996 summer Olympic Games in Atlanta.

Air Quality joins the international spotlight as the American Oil Association and the "Clean Air Team" provide natural gas vehicles and maintenance for the '96 games—becomes first trade association to become an official sponsor

Repeat

6. The interactive telephone commercial lets your television do the talking! Keweenaw now spot-tele the telephone for you—and watching television will never be the same.

A co-op of Myrtle Beach tourism businesses puts a Gemini's twist on TV marketing concepts, offering viewers to plan entertainment vacations in a way never done before.

No Show

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BIOGRAPHICAL SKETCH

Anna R. Owen is an assistant professor in the School of Journalism and Mass Communication (SJMC) at Florida International University (FIU), North Miami, Florida, where she teaches undergraduate advertising and graduate mass communication courses. At FIU, Anna serves as a co-advisor to AdFed as well as serving on the University's Honorary Degree and Awards Committee and the Media Board. In addition, she was Chair of the SJMC 1994 JTB Committee. Prior to accepting her position at FIU, Anna taught undergraduate advertising courses as a graduate teaching assistant at the University of Florida, 1981 to 1985, and served as the advisor to Journalism and Communications College Council.

Her manuscript, "Wides News Releases: Effects on Viewer Recall and Attitudes," co-authored with James A. Zarb, will be published in the Winter 1996 issue of *Public Relations Review*.

In 1990, Anna worked professionally at Parsons & Stansell, a full-service New York ad agency, where she was the account assistant to the Executive Vice President of Marketing. In 1991, she was the Marketing Specialist for WOXT 94.3 FM, a classic rock and blues station currently serving Charlotte, Dellete, and

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I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy.


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